

## REQUEST FOR INTEREST

### Activate Fairfax: 8508 Uncontained

#### Creative Space Opportunity

**Overview:** The County of Fairfax, Virginia (the “County”) seeks to explore the creative activation of a County-owned retail building for the purpose of furthering County priorities involving innovation, entrepreneurship, small business support, and creative placemaking. The retail building is located at 8508 Leesburg Pike in Fairfax County (the “Property”) and will be available for use for approximately three to five years, with a goal of occupancy in Fall, 2020.

The purpose of this Request for Interest (RFI) is to identify potential operators, either for-profit or not-for-profit/nonprofit, with the ability to develop, implement, manage and market an activation program in furtherance of the county’s economic development goals. Specifically, Fairfax County is interested in proposals that will accomplish the following:

- **Promote and support innovation, local entrepreneurs and the small business sector** (+/- 30 or fewer employees), and, particularly, the small-scale producer/maker subsector;
- **Showcase the Property as an example of creative placemaking** by providing programming that renders the space a ‘must-see’ destination and vibrant experience, creating a place that the residents of Fairfax County and the larger region will want to support and visit again and again; and
- **Include retail opportunities featuring products by the Made in Fairfax network and other local producers**

Diverse uses of the Property to support primary activities are encouraged to ensure that the space remains active and dynamic. Examples could include but are not limited to temporary or “pop-up” community-oriented events, art and cultural special events, innovation hubs or exchanges, or activities and civic and cultural programming that complement and support primary uses on the Property.

**Description of the Space:** The County is the owner of an existing building located at 8508 Leesburg Pike, Tysons; Fairfax County tax map 029-3-((1))0047. The Property is zoned to the C-7 District, and contains one, single-story building (Building Use Group M, Type of Construction 2C) consisting of 19,260 square feet and approximately 95 parking spaces. The Property is served by public sewer and water, is street-facing, and is transit accessible.

Fairfax County acquired the Property to execute the Tysons Grid of Streets and accommodate a future road project. The road project is anticipated to be constructed no sooner than 2024. Until the road project proceeds, the County seeks to enter into an agreement with an entity who can activate the Property to advance the goals outlined herein and serve as proof of concept for future collaboration or programming in the vicinity of the Property, and/or at other locations around the County.

In no event should this RFI be interpreted as the County warranting the structural condition, building code or site compliance of the Property or indicating its ability to grant a favorable regulatory process outcome. Respondents are expected to undertake their own due diligence with respect to the Property. Consultants

are welcome to attend the onsite conferences described herein for the purposes of inspecting the site and to ask questions of County Staff.

**Anticipated Extent/Tentative Terms of Use:**

- The County anticipates the monthly electric and water utilities to be approximately \$6,000. It is anticipated that the identified operator will be responsible for all utilities and any maintenance/improvements to the space and all operating expenses.
- The County anticipates establishing a lease or a license agreement with a selected operator. The lease or license agreement will outline specific terms of use.
- The site is expected to be available for three (3) to five (5) years for use, however the County anticipates a lease clause whereby the County and/or the Operator have the right to end the agreement with twelve (12) month notice.
- Prior to occupying the site, the Operator will be responsible for identifying and acquiring all necessary plans, permits, alterations and inspections to the space. The project will be eligible for guidance from the County’s Project Management team.

**Response to the RFI**

This RFI seeks expressions of interest from qualified parties, including companies, non-profits, partnerships, joint ventures, and individuals who desire to lease the Property to provide programming that achieves the above-outlined goals. Respondents should submit a narrative that addresses the following points. The narrative shall be typed in 12-point font with sub-titles and no longer than six (6) single-sided typed pages. All responses should include:

**I. Proposed Activation Activities**

- A. Title of the proposed project and primary respondent entity name
- B. Overview of the proposed programming across the 3 to 5-year period to meet the County goals outlined above to convert the Property into an engaging space
- C. Details of the anticipated programming for the first six months. Describe how the space will be activated for each month noting:
  - i. Activities and target audience
  - ii. Special events
- D. Outline of marketing plan to promote activities
- E. Confirmation that the proposed uses are feasible and permissible within the existing building and/or description of improvements that may be required to the Property to accommodate the proposed programming and an implementation timeline for such improvements
- F. Describe how impacts or benefits will be tracked and evaluated for primary proposed uses

**II. Management and Experience**

- A. Respondent company or organization mission statement, year established, business description, and website

- B. List of proposed or anticipated partners or subcontractors (if any), including a brief description and website. Confirm and describe each entity’s anticipated role(s), categorized by:
    - i. Programming the space
    - ii. Managing the space
    - iii. Marketing the space and activities/events
    - iv. Other role(s) (please describe)
  - C. Brief narrative of the anticipated project budget for the first year, including a description of costs and revenue streams that demonstrate the ability to execute, manage and market the proposed activities (a detailed budget may be included as an attachment)
  - D. Relevant experience related to similar projects or endeavors. Include links to websites, press releases, or other third-party write-ups.
- III. **Attachments:** The following do not count against the six (6) page narrative maximum:
- A. Letters of support/interest from anticipated partners and subcontractors
  - B. List of team members involved in this project, designating:
    - i. Title, organization/business
    - ii. What their role will be in the proposed project and prior experience related to that role
    - iii. The anticipated percentage of time each team member will contribute to the project (e.g., a team member working full-time, only on this project would be 100%)
  - C. Anticipated project budget for the first year illustrating costs and revenue streams
  - D. Optional: Respondents may include up to 10 additional photos or graphics as an attachment to demonstrate experience. For each photo or graphic please include a brief, descriptive caption

**Submissions to the RFI; Late Submissions**

RFI responses will be accepted and reviewed on a rolling basis in order of submission until **Monday, April 20, 2020**. Late submissions may be reviewed, at the sole discretion of the County.

All RFI responses must be submitted via email or ShareFile no later than 11:59 PM on Monday, April 20, 2020 (instructions can be found on the [RFI website](#)). The subject line of the e-mail message must read “Submission for Activate Fairfax- RFI.” Failure to do so may result in delay or non-delivery of a response.

**Consideration Criteria:**

A steering committee established by the County will evaluate submissions based on the following criteria:

- Proposed activation uses and operational plan for the space that meets the goals outlined above
- Clear plan for activation across the identified time-period with unique, evolutionary programming
- Demonstrated record of successful programming and activation

The steering committee will be comprised of County representatives and external partners, such as the Tysons Partnership.

## **Use of Responses by County**

By providing information as a response to this RFI, respondents are consenting to its use and consideration by the County. The responses to this RFI will be used to assist the steering committee to make recommendations to the Fairfax County Board of Supervisors regarding an operator and use of the Property.

## **Disclaimer**

Please be advised that this is a request for interest only. This RFI is issued solely for information and planning purposes – it neither constitutes a request for proposals nor is a promise to issue an RFP in the future. No warranties or representations of any kind are made by the County, including a representation or warranty as to the suitability of the Property for any particular purpose. Respondents are cautioned that they are expected to coordinate with Fairfax County and undertake their own due diligence with respect to the property.

## **Addendums and Amendments to the RFI**

In the event any substantive issues require clarification or change during the process, an addendum to this RFI will be issued and posted on the RFI webpage. No mailing of updates, question responses, addendums or amendments will be performed by the County for this RFI.

## **Tour of the Property/Question & Answer Opportunity**

A tour of the Property will be held on **Monday, March 9, 2020, at 1:00 PM**. Potential respondents are encouraged to attend to ask questions. A second on-site meeting to accommodate feasibility inquiries will occur on **Monday, March 23, 2020, at 1:00 PM**.

## **Questions and Inquiries**

All questions regarding this RFI must be submitted via email to [DEI@fairfaxcounty.gov](mailto:DEI@fairfaxcounty.gov). Questions will not be accepted by telephone, text message, facsimile, mail, hand delivery, or in person. Questions must be made on behalf of a prospective respondent and must include the requestor's name, email or mailing address, telephone number, and the name of the prospective partner. Questions that may need to be coordinated with other departments must be routed through this email. Please do not contact County Staff directly.

## **Supplemental Information Available**

Supporting information, including photographs of the building, typical contract insurance provisions, supportive documents regarding the County's priorities and goals and information about the Made in Fairfax Network, and instructions to file via Sharefile can be found on the RFI website:

[www.fairfaxcounty.gov/economic-success/activate-fairfax-rfi](http://www.fairfaxcounty.gov/economic-success/activate-fairfax-rfi).