

REV Birmingham is partnering with the Sidewalk Film Festival to activate the 1800 block of 3<sup>rd</sup> Avenue North and build community engagement through pop-up retail during the 16<sup>th</sup> Annual Sidewalk Film Festival, August 22-24, 2014. Over 10,000 visitors are expected to attend what *USA Today* has described as one of the "Ten Great Places for a Fabulous Film Festival" in the country. Interested in piloting a retail location with that great product you've been selling at local markets and on Etsy? We have the space. Sidewalk will deliver the audience. You bring on the biz!

#### KEY DATES:

Proposal submission deadline: Friday, June 27, 2014

Pop-Up Judging Panel: Thursday, July 3, 2014

Selected Pop-Up participants notified: Monday, July 14, 2014

#### ESSENTIAL INFORMATION:

REVIVE Birmingham website: [www.revivebirmingham.com](http://www.revivebirmingham.com).

For email updates contact us at [revive@revbirmingham.org](mailto:revive@revbirmingham.org).

Pop-Up Shops will be open:

**Fri., Aug 22<sup>nd</sup>: 6p-8p**

**Sat Aug 23: 11a-10p**

**Sun., Aug 24: 11a-10p**

Participation Fee: \$50 {Due upon notification of selection}

#### MINIMUM PROPOSAL SUBMISSION REQUIREMENTS

Any proposal submitted in response to this RFP shall, in order to be considered responsive, must incorporate the following elements:

1. A business plan for a temporary retail establishment. We encourage you to use your existing plan. Below is some of the information that we'll be looking for:
  - a) Brief description of your business.
  - b) Brief description of you and your background.
  - c) Describe your targeted market and offering to your customers.
  - d) Describe how you will manage your business.
  - e) Describe the physical space needed for your business.
  - f) Describe your needs to open your business (i.e. equipment/marketing/setup).
  - g) Explain your financial analysis to make money with your business.

#### DELIVERY OF PROPOSALS

All proposals should be delivered via email in PDF format to [revive@revbirmingham.org](mailto:revive@revbirmingham.org) no later than Friday, June 27, 2014. Please use the subject line "Pop-up at Sidewalk – Your Business Name"

Any questions via email concerning the RFP can be sent to: [remerick@revbirmingham.org](mailto:remerick@revbirmingham.org).

## EVALUATION CRITERIA

Timely submitted proposals shall be evaluated based on the assessment of:

- 1) The Proposer's soundness, completeness and creativity of the business plan.
- 2) The Proposer's experience, capacity, and availability of personnel.
- 3) Frequency of occupancy. The goal of the program is to activate the space; therefore, proposals that demonstrate a willingness to be open during festival hours are more desirable.
- 4) Investment in your business concept and the space. We want to see entrepreneurs that have a plan to invest in their business. We want to see entrepreneurs that will take this opportunity to take their business to the next level. We believe that quality, well-planned investments are just as important as the quantity of investment.
- 5) Competitiveness of proposed budget and leverage of additional funding sources, including past investments in your business.
- 6) Proposals will be reviewed and vetted by REV Birmingham.

## ADDITIONAL TERMS AND CONDITIONS

- 1) REV Birmingham (REV) has the right to accept or reject any proposal submitted to this RFP. REV reserves the right to make written modifications to this RFP. REV reserves the right to make modifications to the timeline for occupancy.
- 2) Those business selected to participate will be required to sign a standard master lease for their assigned spaces with REV Birmingham. Vendor participation is contingent on signing this lease.
- 3) Every attempt will be made to update participants on changes in the project timeline. Proposals shall be solely for use in connection with the purposes expressed in this RFP.
- 4) Proposals will be kept confidential to avoid disclosure of contents and proprietary or confidential information to competing Proposers.
- 5) The Proposer agrees and understands that submission of a proposal responding to this RFP is a voluntary action on the part of the Proposer.
- 6) REV will not reimburse any costs incurred by a Proposer or any of its consultants (SubConsultants) in the preparation of its proposal, or oral presentations made for the purpose of obtaining an award of an agreement to provide the services described in this RFP.

## ABOUT REV BIRMINGHAM

REV Birmingham (REV) revitalizes places and energizes business to create vibrancy in the City of Birmingham. REV is an economic development organization that stimulates business growth and improves quality of life in Birmingham's City Center and its Neighborhood Commercial Centers. REV fuels commercial vitality through proactive business recruitment and retention activities, and by encouraging private and public investments that support economic growth citywide. REV's initiatives generate positive results for partners, enhance tax revenue, generate and sustain jobs, increase tourism and positively influence perceptions about the City of Birmingham. REV is a private-public partnership that was formed in 2012 by the strategic merger of Operation New Birmingham and Main Street Birmingham

## ABOUT SIDEWALK FILM FESTIVAL

The 16th annual Sidewalk Film Festival, a celebration of new independent cinema in downtown Birmingham, is set to take place August 22-24, 2014. Since its debut in 1999, filmmakers from across the country and around the world have come to Birmingham to screen their work at Sidewalk and have been thrilled to discover fresh, enthusiastic crowds eager to devour new independent cinema.

With multiple venues located within Birmingham's historic Theatre District (featuring the Historic Alabama Theatre), spontaneity rules the schedule of Sidewalk attendees. Low-priced weekend passes provide easy access to Sidewalk venues, encouraging attendees to seek out new films and sample programming they may not otherwise see. The result is a crowd rich in diversity and united in a hunger for new film.

From the Filmmakers' Reception and the Filmmakers' Retreat to a myriad of breakfasts, field trips, parties, and galas, Sidewalk connects filmmakers. The atmosphere at Sidewalk is electric with creativity and collaboration as filmmakers and film-lovers mix and mingle between screenings or participate in panel discussions.