

REQUEST FOR PROPOSALS

FOR A RESTAURANT TENANT
AT THE BRICKER-PRICE BLOCK
EARLHAM, IOWA

MAY 1, 2017





May 1, 2017

Dear Prospective Restaurant Tenant,

We are excited to present to you this new restaurant opportunity in Earlham, Iowa. Restoration work on the historic Bricker-Price Block building will begin this month and is projected to be complete in January of 2018. Interior demolition work has been completed and architectural plans and drawings have been finalized.

The Bricker-Price Block Restoration Corporation (BPBRC), a non-profit organization, will hire an Executive Director in the Fall of 2017 for the Bricker-Price Block. This Executive Director will be responsible for all programming in the social club space, overseeing the teen center, overseeing the restaurant lease agreement, and managing building upkeep and maintenance.

- The BPBRC will be the sole tenant of the building, subleasing the first floor to a restaurant tenant.
- The second floor of the building will be a social club/social hub space.
- The first floor addition on the west side of the building will be a teen center.
- Please refer to the full document for additional detail and drawings. *In the common area shown in the first floor restaurant drawing there is included an elevator, restrooms (to be shared with the 2nd floor), an office for the restaurant tenant, and storage space. The outdoor patio (600 square feet) is intended to be included in the restaurant lease. While the drawings indicate a "Bricker Restaurant" and a "Price Restaurant" there is intended to be only one restaurant encompassing both first-floor halves of the restored building. The combined first floor boasts nearly 4,000 square feet. While there is currently a brick wall which divides the Bricker side from the Price side, 2 10' tall by 8' wide arched openings will be created during the restoration to connect the two halves into one continuous space.*



We encourage you to read through this document carefully and research the Earlham, Madison County, and Dallas County communities as appropriate.

If you are interested in taking a tour of the building, please let us know and we would be happy to arrange a time to meet with you there.

The BPBRC Board of Directors will select the restaurant tenant based on the proposals received and after an evaluation by a team of industry experts including the Iowa Restaurant Association (Jessica Dunker), Orchestrate Management (George Formaro/Paul Rottenberg), and the Des Moines Embassy Club (Michael LaValle). Once proposals are reviewed, a short list of finalists will be determined. These finalists will be invited to make a presentation to the Board and committee for final review prior to selection. Please direct all questions regarding this RFP to BPBRC, not the individuals above.

**AS YOU PREPARE YOUR PROPOSAL, AT A MINIMUM,
IT MUST ADDRESS ALL QUESTIONS IN THE TEXT BOXES IN THE
FINAL SECTION OF THIS DOCUMENT.**

PLEASE FEEL FREE TO FORMAT YOUR PROPOSAL IN A WAY
WHICH BEST COMMUNICATES YOUR PLAN.

Proposals are due by 5 pm on Friday, June 30th. One original and 9 copies should be delivered to:

Sharon Krause; President, Bricker-Price Block Restoration Corporation
6400 Westown Parkway
West Des Moines, IA 50266



Questions can be directed to brickerpriceblock@gmail.com.

A Facebook page for the project can be found under Bricker-Price Block.

A community video for the project can be found at <https://www.youtube.com/watch?v=DOunVbpvND0>.



EXECUTIVE SUMMARY

The Bricker-Price Block Project is a project which will **transform the streetscape and vitality of downtown Earlham, Iowa**. Built in 1900, the C.D. Bricker Building and the W. Price Building (115 South Chestnut Avenue & 105 South Chestnut Avenue) occupy the prominent southwest corner at the intersection of First Street and Chestnut Avenue in the central business district. The buildings were built separately but joined through a common, shared staircase with a unified brick facade. Thus they became known as the **Bricker-Price Block**. Today, the Bricker-Price Block is in a state of disrepair.

Between the 1869 platting of the town of Earlham and the 1920s, this portion of the central business district developed into and for many years remained a thriving business district supporting retail, service, financial, cultural and entertainment, and social club buildings.

Open visioning sessions were held with the residents of Earlham in April, 2016 and indicated strong support for the following elements in a historically restored Bricker-Price Block:

- A **restaurant** on the first floor (a bit more upscale than a bar/grill/pub yet still very approachable and affordable, farm-to-table as possible to highlight local producers). Nice wine, craft beer, specialty cocktails. Good coffee, free WIFI, weekend breakfast/brunch. An educational and training opportunity for those interested in pursuing the service industry; local jobs creation.
- A **space for adult and youth cultural education** (think culinary, yoga, health & wellness, cards/games, dance, horticulture, etc.). Study is underway to establish a high-school/college credit culinary program. This will be a space for education programming and exploration for all ages.
- An **event space** for temporary art exhibits, small live music events, celebrations, corporate and civic meetings, training sessions, etc.



- A **gathering space for high school teens** in the west side addition, designed, operated, and governed by the teens of Earlham. Leadership building for today's youth and socialization in a safe and secure environment.

The historic restoration carries a price tag of \$2.1M. Nearly \$1.8 million has been raised to date and fundraising is ongoing. Charitable donations for the project are being accepted via a fund at the Community Foundation of Greater Des Moines.

Articles of incorporation for a non-profit, 501(c)(3) community organization, the Bricker-Price Block Restoration Corporation, have been filed. The Bricker-Price Block Restoration Corporation will begin operating in 2017 and will serve as a sole tenant of the building, subleasing to a restaurant tenant on the first floor. It will manage the full programming and use schedule for the 2nd floor and the rear addition spaces.

The Bricker-Price Block Restoration Corporation will hire an executive director and begin programming discussions/modeling for its spaces in 2017.

It is anticipated the building will be re-opened and ready for guests in January 2018.



MISSION * VISION * VALUES

- The Bricker-Price Block Project **Mission** is to expand educational, cultural and recreational opportunities for Iowans through the restoration and redevelopment of the historic Bricker-Price Block in the heart of the vibrant, rural community of Earlham, Iowa.
- The Bricker-Price Block Project **Vision** is a revitalized streetscape along the Bricker-Price Block in Earlham, Iowa, which honors community history yet provides relevant 21st century educational, recreational, social, and cultural experiences. Upstairs, a modern gathering space will provide opportunities for classes, culinary explorations, celebrations, and more. The street level will be home to a restaurant and an outdoor patio which intentionally blurs the distinction between private business and a public street.
- Our Bricker-Price Block Project **Values**:
 - Be Adventurous, Creative, and Open-Minded
 - Respect Community History; Embrace Thoughtful Change
 - Pursue Growth and Learning
 - Encourage Personal Exploration
 - Engage and Challenge Youth; Learn From Elders
 - Bring Likely and Unlikely Groups Together
 - Govern Sustainably for Long Term Financial and Organic Success



HISTORY OF THE BRICKER-PRICE BLOCK

Earlham Iowa was originally platted in 1869 when the railroad was extended west to its current location in Madison County. Located 2 miles south of Interstate 80 at exit 104, Earlham is 17 miles west of West Des Moines and 30 miles from downtown Des Moines. **It is the northern Gateway to Madison County.**

Officially incorporated on April 26, 1870, Earlham was named after [Earlham College](#), a Quaker college in Richmond, Indiana.

The Bricker-Price Block (C.D. Bricker Building, 115 South Chestnut Avenue and the W. Price Building, 105 South Chestnut Avenue) occupies the prominent southwest corner at the intersection of First Street and Chestnut Avenue in the central business district. Between the 1869 platting of the town of Earlham and the 1920s, this portion of the central business district developed into and remained a thriving business district supporting retail, service, financial, cultural and entertainment, and social club buildings.

These two adjoining (but originally owned separately) buildings were built in 1900 by local contractor J.E. Walton with a unified façade and matching cast-iron storefronts. Thus the two buildings are jointly known historically as the **Bricker-Price Block**.

Today, masonry construction predominates in the commercial district. A 1901 fire resulted in all the frame commercial buildings south of the Bricker-Price Block burning; the Earlham town council credited the masonry construction of the Bricker-Price Block with stopping the fire from spreading further and passed an ordinance requiring all future commercial buildings to be built of masonry units.

A number of masonry early-twentieth-century buildings remain in Earlham today but the Bricker-Price Block appears to be the oldest extant Romanesque Revival commercial property. It is considered a rare-surviving, well-preserved example of this



architecture. The 1900 date of construction places this at the end of the Romanesque Revival period of popularity. The brickwork on the exterior represents the work of an experienced mason who executed geometric designs, roman arches, and an elaborate brick cornice.

The C.D. Bricker building was originally home to the C.D. Bricker grocery business. The W. Price Building was home to a general store business and leased commercial space. Both buildings included offices on their respective second floors. The Bricker-Price Block also includes a 1919 one-story rear warehouse addition to the Bricker Building on its west side.

Merchant C.D. Bricker operated five general merchandise stores, with the Earlham store being the flagship store from whence the others were supplied. During the period of historical significance for the building, through 1928, three generations of the Bricker family had operated the store. Family ownership of the building was interrupted during the Great Depression. At least four generations worked at the store; the final Bricker family merchant closed the business in 1967.

Telephone service in Earlham began in the early 1880s. But it wasn't until 1902 that widespread telephone service was available thanks to the Hawkeye Telephone Company, which established an exchange in the Price Building and strung miles of wire throughout Madison County and beyond. In 1902, the company petitioned the town council for permission to install telephone lines, and a general election was held in spring 1902 to approve the proposal. The Bricker-Price Block served as the location of this early telephone exchange based from the second floor of the W. Price Building from 1902-1928.

Today the building is in a state of disrepair, due largely to a significant rain event in the summer of 2015 which caused major roof damage and water infiltration. This forced the tenants of the Price building to evacuate. No tenants remain in the building today except for a beauty salon, located in the addition on the west side of the building.



FUTURE OF THE BRICKER-PRICE BLOCK

A full and complete historic renovation is planned for the Bricker-Price Block in accordance with state and federal restoration standards.

The combined first floor and the combined second floor ***each*** boast 4,000 square feet. While there is currently a brick wall which divides the Bricker side from the Price side on each floor, 2 10' tall by 8' wide arched openings will be created (on each floor) during the restoration to connect the two halves into a continuous space on the first floor and on the second floor. The rear addition on the building is nearly 800 square feet. The generous nature of the building allows for multiple programming elements intended to reach all demographics of the community and surrounding areas.

In the spring of 2016, four open invitation community visioning forums were held at the Community Center in Earlham to seek input on the design and purpose for the space. The input and participation from these groups was inspiring.

Based on the community visioning sessions and subsequent stakeholder meetings and discussions the following defines the direction of the project:

- A ***restaurant*** on the first floor (a bit more upscale than a bar/grill/pub yet still very approachable and affordable, farm-to-table as possible to highlight local producers). Nice wine, craft beer, specialty cocktails. Good coffee, free WIFI, weekend breakfast/brunch. An education and training opportunity for those interested in pursuing the service industry; local jobs creation.
- A ***space for adult and youth education*** (think culinary, yoga, health & wellness, cards/games, dance, horticulture, etc.). This will be a space for education programming and exploration for all ages.



- An **event space** for temporary art exhibits, small live music events, celebrations, corporate and civic meetings, etc.
- A **gathering space for high school teens** in the west side addition, designed, operated, and governed by the teens of Earlham. Leadership building for today's youth and socialization in a safe and secure environment.



PROJECT LEADERSHIP

Professional Team

- **Sharon Krause**, leader
- **Shiffler & Associates**, architect
- **Koester Construction**, general contractor
- **Jackie Nicholaus**, historic preservation and restoration/construction coordinator
- **Jennifer James**, historic preservation consultant.
- **Kaci Chandra**, financial advisor
- **Tracy Hoekstra**, grant writer
- **Jim Beal**, RSM McGladrey, tax and not-for-profit advisor
- **Community Foundation of Greater Des Moines**, advisor & fiscal agent

Bricker-Price Block Advisory Committee

- **Ann Black**: AARP, Associate State Director-Communications
- **Ross Harrison**: Iowa DNR, Retired;
- **Tom Fagen**: Descendant of Bricker Family
- **Tom Leners**: Madison County Development Group, Executive Director; Madison County Historic Preservation Commission, Ex-Officio Board Member; Greater Madison County Community Foundation, Board Member
- **Jeff Lillie**: Mayor of Earlham; Lillie Plumbing, Owner; Madison County Development Group, Board Member
- **Jerry Parkin**: Madison County Chamber of Commerce, Board Co-Chairperson; Director; Greater Madison County Community Foundation, Board Member, Greater Madison County Community Foundation, Board Member



- **Ben Price:** Farmers National, Accredited Farm Manager; Great,-great grandson of Walter J. Price, 1st Owner of Price Building
- **Steve Radakovich;** Radakovich Cattle Company, Owner
- **Susan Ramsey:** Iowa Public Television, Director of Communications
- **Heather Riley:** Madison County Chamber of Commerce, Executive Director
- **Dusky Terry:** CIPCO, *Vice President Planning & Growth Strategies; Better Business Bureau, Vice-Chairman; Past Mayor of Earlham*
- **Michael Wright:** Earlham Community Schools, Superintendent
- **Hannah Yetter:** Stuart & Adair Animal Clinic, Veterinary Technician

Bricker-Price Block Restoration Corporation Board of Directors

- **Sharon Krause** - President; Dalla Terra Ranch, Owner
- **Tyler Price;** Representative appointed by Madison County
- **Connie Terry;** Green Hills Area Education Agency, Consultant
- **Mindy Williamson:** Iowa State Fair, Marketing Director
- **Breanna Young:** Braland & Young, Partner & Attorney at Law
- **Amy Willem:** Representative appointed by the Earlham City Council
- **Kathy Woolcott:** Representative appointed by the Earlham Community School District Board of Directors

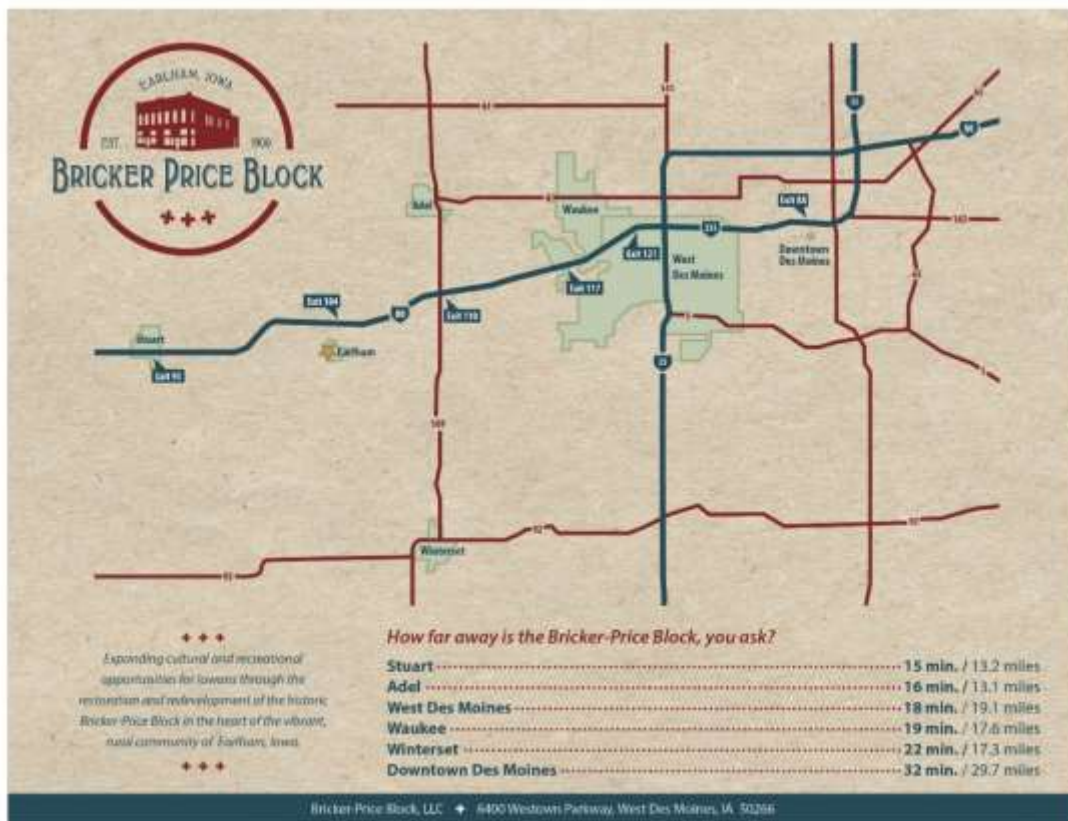
Please note all Advisory Committee members and all Board Members for the Bricker-Price Block Restoration Corporation are residents of Earlham or Madison County (with the exception of Sharon Krause who lives in Booneville and farms 4 miles north of Earlham in Dallas County). It is critical this project and the not-for-profit entity be guided by individuals with “skin-in-the-game” and a vested interest in making the project successful. Their time spent on the project is strictly volunteer.



BENEFITS TO EARLHAM AND GREATER MADISON COUNTY

Cultural Tourism

Earlham is the Gateway to Madison County, resting at the northern edge of the County immediately south of Interstate 80. As can be noted from the map below, Earlham is a short 25 miles from Greater Des Moines and the over 600,000 residents of central-Iowa. In addition, Interstate 80 near Earlham carries over 25,000 vehicles per day. Convenient access for this number of potential patrons each day is a tremendous value to the Bricker-Price Block in terms of its appeal as a “Cultural Tourism” destination.



The 2014 National Cultural District Exchange Report, “Cultural Tourism: Attracting Visitors and Their Spending” sponsored by Americans for the Arts defines a Cultural Tourist as “individuals or groups seeking out distinctive experiences focusing on visual and performing arts, architecture, cuisine, and craft.” Earlham has a remarkable opportunity to capitalize on the potential of cultural tourism via the historic story of the Bricker-Price Block and the thoughtful cultural programming and educational events which will take place there once restored.

It is the 25,000+ daily travelers in addition to the 600,000+ residents of central-Iowa who will populate and make the Bricker-Price Block active, vibrant and successful. The Bricker-Price Block Restoration Corporation Executive Director will weave cultural programming and strategic educational events into the annual calendar for the Bricker-Price Block so as to take advantage of the convenient interstate location drawing in as many residents and cultural travelers as possible. It is imperative the programming create a rich, robust, and rewarding visitor experience.

Educational and Socialization Opportunities

While the Bricker-Price Block programming will cater first to those living in Earlham, Madison County and central-Iowa, there is tremendous value in intersecting with others from outside of one’s natural environment. Thus cultural tourists will add a wonderful element to the interactions at events and activities. Specifically becoming more “global” in one’s experiences, thinking, and exploration allows for personal expansion of thoughts and skills.

At the visioning sessions held in April, there was a strong desire for classes spanning all subjects, genres, age groups. There was also a desire to create programming which crossed age groups – so parents and children could participate together. Based on this feedback, some of the types of programming one might see at the Bricker-Price Block are listed below.

- Culinary Courses (salsa making, beer making, bread baking, freezer meals, ethnic cooking, cookie baking etc.)
- Themed dinners, some with guest participation



- Yoga/Fitness Classes
- Health & Wellness Classes
- Cards/Games/Scrabble Club
- Dance (waltz, hip-hop, fox-trot, etc.) Classes
- Music and Instrumental Learning
- Horticulture/Gardening
- Woodworking, Pottery, Knitting/Crocheting, and Other Crafts
- Book Clubs
- Guest Lectures
- After-School, Vacation, and Summer “Camps” for Local Youth
- A place for residents to teach classes of their own design

The list is endless and it will be imperative upon the Executive Director to listen and react to the community at large to deliver the programming they desire.

Study is also underway to explore a high-school/college credit culinary program. This program would likely draw student participants from many area districts. This same program may be offered in the evenings and weekends for those outside of the high school environment looking for culinary education. Due to the strong interest from the community for culinary learning, a culinary teaching/learning kitchen on the 2nd floor will be built out.

The second floor, social hub space will be ideal for the programming listed above, in addition to the following.

- Temporary Art Exhibits
- Historic & Cultural Exhibitions
- Small Live Music Events (Earlham High School boasts the title of having the first high school jazz band in Iowa)
- Social Dance Parties (Daddy/Daughter Valentine’s Dance, 50’s Sock Hop, Roaring Twenties, Big Band)
- Family and Corporate Celebrations and Holiday Parties
- Corporate and Civic Meetings, Retreats, etc.



Increased Dining Options & Variety

No restaurant of the same nature as that planned for the Bricker-Price Block is as easily accessible from Interstate 80 in any direction until you reach Waukee or West Des Moines. An analysis of Earlham residents in a 25-mile radius indicated the following restaurants are competitive, but not with the same menu and model as what will be recruited for the Bricker-Price Block space:

- Westside Bar & Grill – Earlham (0 miles); Pub fare
- Zips Pizza – Adair (30 miles); Family pizza
- The Rusty Duck – Dexter (7 miles); Burgers and steaks
- Patrick’s Restaurant – Adel (14 miles); Family restaurant
- Mi Pueblito Restaurant – Winterset (18 miles); Casual Mexican
- Rube’s Steakhouse – Waukee (15 miles); Steaks, grill-your-own
- Chain Restaurants – West Des Moines (22 miles)

Youth Leadership Skills Opportunities

The teen center will provide a contemporary, engaging and energizing space for Earlham teens to study, socialize, express their artistic talents and foster community pride. Through a leadership body overseen by an adult volunteer “champion”, teens will take the lead role in teen center membership policies, governance, annual budget preparation, interior space design, maintenance, and improvements. This is a unique opportunity for the youth of Earlham, a model which will hopefully serve as a model to other rural communities.

Jobs Creation

It is estimated between the Bricker-Price Block Restoration Corporation, the first floor restaurant and the cultural and educational activities on the 2nd floor, the Bricker-Price Block renovation will introduce roughly 8 full time jobs and 20 part-time positions into the Earlham community (1,450 residents). The restaurant and potential culinary program in particular give local youth an opportunity to gain valuable career skills training and jobs experience close to home. Today, these youth are driving to West Des Moines and Waukee in order to gain this experience and earn a part-time income.



Community Betterment

In general, expanding arts, culture, educational and socialization opportunities in small rural towns is often a catalyst for all of the following:

- Draws more people into town and supports local businesses/increases local spending (restaurants, retail shops, service providers)
- Increases awareness of opportunities in Earlham; spurs repeat visits
- Creates synergistic relationships with other groups and events
- Encourages continuing education
- Brings community together in likely and unlikely ways
- Deepens community spirit and pride
- Enhances community streetscape and encourages additional revitalization; increases property values
- Reinforces the value of additional City of Earlham and Madison County investment in similar projects to further fill-in the cultural and heritage landscape of the region



EARLHAM COMMUNITY THOUGHTS ON A NEW RESTAURANT CONCEPT

Highlighted thoughts had strong support from within the community.

- Innovative yet affordable entrees; \$8-\$18
- Craft beers, quality wine, specialty cocktails
- Seasonal menu
- Farm-to-table as possible and affordable featuring local producers
- Approachable/kid options/family friendly
- Great “date” environment
- Earlham focus but must appeal to surrounding communities
- A place for adults to meet after football and basketball games – limited late night menu?
- Be known for something unique
- Good carryout options (not the same as the bar next door – Westside)
- High quality coffee/espresso drinks
- Wi-Fi
- Lunch not necessary
- Morning space for meetings/good coffee (recognize this might not be cost-effective)
- Saturday and Sunday breakfast/brunch
- Bar seating
- Jeans to dressy casual
- Options for live music
- Outdoor patio seating



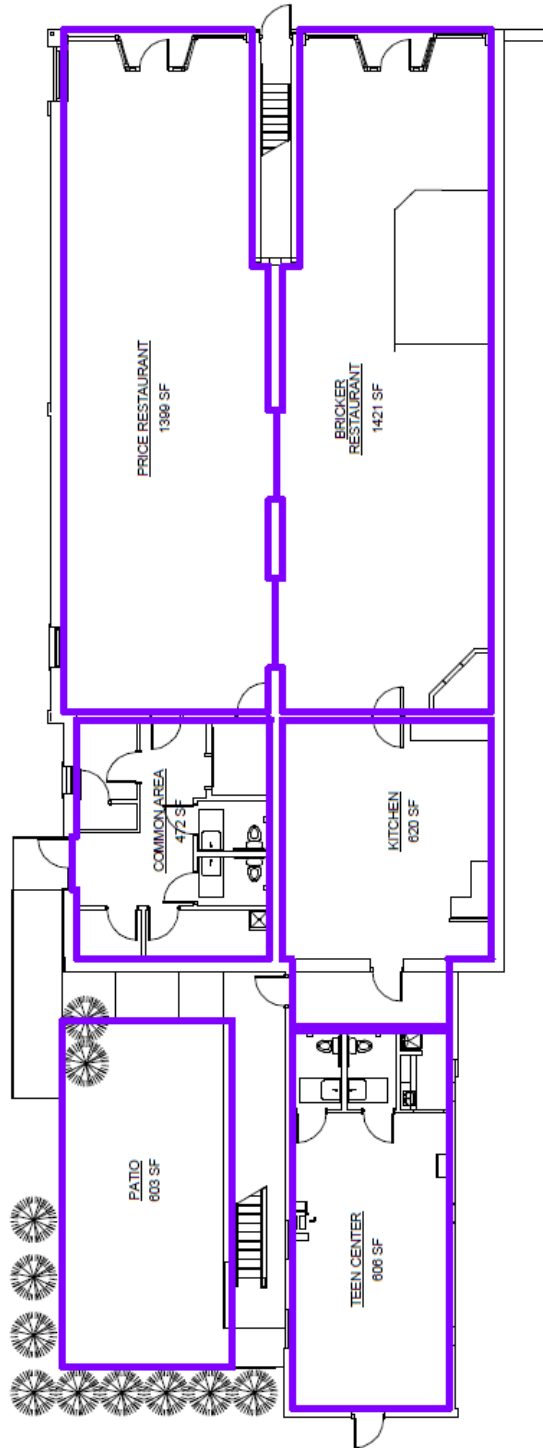
THE BRICKER-PRICE BLOCK TODAY





THE FUTURE BRICKER-PRICE BLOCK





SECTIONS TO BE INCLUDED IN PROPOSAL

Executive Summary

Questions this section should briefly answer:

- *What is the name and overall concept of the restaurant?*
- *What are its projected sales and income?*
- *Who is the target customer?*
- *Who is developing this restaurant?*
- *How much will the restaurant cost to build-out?*
- *How much money is needed? How much will be raised from investors and how much from lenders? How much working capital is needed?*
- *How much of their own money will the development team contribute to the project?*
- *What is the potential return on investment and payback period?*

Section 1– The Concept

Questions this section should answer:

- *What is the concept for your restaurant in terms of food, service, price point, and guest experience?*
- *What meal periods do you plan to serve and when will you be open?*
- *What will be the price range for items on the menu?*
- *How do you want guests to feel when they dine with you? What is it about this concept that will inspire those kind of feelings?*
- *What makes your concept distinctive?*
- *Why do you feel this concept is going to be successful?*

People reading this section will be most interested in:

- *Getting a clear understanding of what your restaurant is selling*
- *Seeing how this restaurant concept brings something needed to the marketplace*
- *Seeing a logical connection between food, service, experience and price*



Section 2 – The Team

Questions this section should answer:

- *Who are the key people creating and executing this concept?*
- *What experience do each of these people have in creating and running restaurants?*
- *What are these people doing currently?*
- *How familiar are these individuals with this particular city or market?*
- *How was the team formed and have the team members worked together before?*
- *Has anyone on the team has had past successes in similar ventures?*

Section 3– The Market

Questions this section should answer:

- *Who is the target customer for this concept?*
- *How many customers fitting this description are likely to be in your market area?*
- *How much is this market likely to grow in the foreseeable future?*
- *What other concepts in the area target a similar customer base?*
- *How will you compete effectively against these other concepts that attract a similar customer?*
- *What are the key strengths of your concept? Where do you see weaknesses?*

Section 4 – The Strategy

Questions this section should answer:

- *How will your concept attract its target market?*
- *What specific marketing tools will you use? (Marketing tools include but aren't limited to social media, advertising, public relations and special events, direct mail, charitable activity, signage, and packaging.)*
- *How will your marketing approach change between pre-opening and after opening of the restaurant?*
- *What are the major operating policies that will help keep the restaurant running smoothly and in keeping with your overall strategy?*
- *What are the general purchasing policies you'll adopt to ensure quality and adequate supplies of key ingredients or beverages?*



Section 5 – The Location

Questions this section should answer:

- *How close is the restaurant to major sources of customers and to direct competitors?*
- *What are the strengths of this location and why is it appropriate for this concept? Does the location have any weaknesses or vulnerabilities?*
- *How many seats will the restaurant have? How much space will be required in the front of house, the back of house and in total?*
- *What are the key design and layout features of the restaurant?*
- *While it is not necessary to have full architectural drawings prepared at this stage, you should have a good sense of how the space you have identified will be laid out. You will need to demonstrate that what you propose will fit in the space and makes economic sense.*

Section 6 – The Financials

Questions this section should answer:

- *What is the overall budget for creating this restaurant?*
- *How is that money being spent?*
- *What are the restaurant's proposed revenues and expenses for the first three years of operation, and what assumptions are being used to generate these estimates?*
- *How much working capital is needed?*
- *What do you propose to pay per square foot? CAM (Common Area Maintenance)? Utilities? Build-out request? Lease term? Please be clear on all of these points.*
- *Do you have approval from a bank for the tenant's business loan?*
- *Can you provide a personal guarantee for the broker commission (if applicable) and the landlord's tenant improvements?*
- *Can you provide proof of assets in an amount equal to the personal guarantee?*

