



Request for Interest Culinary Concept and Operator

City of San Antonio
La Villita Maverick Plaza

RFI 16-052



Release Date: February 9, 2016

Proposals Due: April 11, 2016 by 11:00 A.M.





**MAYOR
IVY R. TAYLOR
MAYOR**



**DISTRICT 1
ROBERTO C. TREVIÑO
COUNCILMAN**



**SHERYL SCULLEY
CITY MANAGER**

Dear Potential Partner(s):

The revitalization of Downtown, especially near historic La Villita, creates an opportunity for the redevelopment of Maverick Plaza. The addition of new housing, commercial and expanded park amenities adjacent to La Villita creates the demand for new retail services within the historic facility. The City envisions a new culinary business concept or concepts to be located within Maverick Plaza to serve as an anchor that will energize La Villita and draw locals and visitors by creating a consistently vibrant and active plaza for all to enjoy. This concept will be of a compatible design that is sensitive to the history of La Villita, yet move it forward. In much the same way the community worked together to develop a vision for Center City, the City now looks forward to working with an innovative culinary team that can design, develop and operate a concept(s) in line with the community's vision for La Villita and downtown.

RFI FOR CULINARY CONCEPT AND OPERATOR LA VILLITA MAVERICK PLAZA



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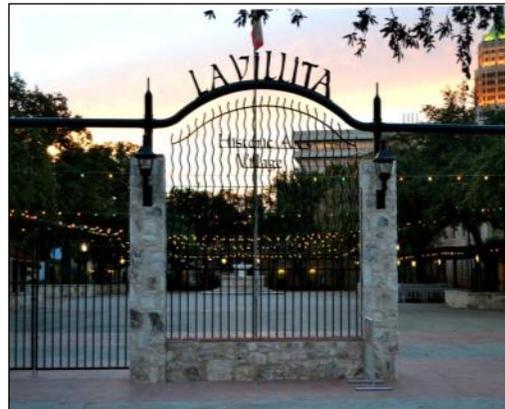
T A B L E O F C O N T E N T S

RFI FOR CULINARY CONCEPT AND OPERATOR LA VILLITA MAVERICK PLAZA



I. EXECUTIVE SUMMARY:

The City seeks to identify a highly qualified, creative culinary operator or team to develop a concept for buildings 15, 25, 26 and the restroom facility within Maverick Plaza.* This concept will be of a design that is sensitive to the history of La Villita and may include new construction within the plaza, and altering or expanding existing non-historic structures. The purpose of this RFI is to enable the City of San Antonio, Center City Development and Operations Department, (“City”) to obtain information from qualified culinary operators with the intent to enter into contract negotiation for the development of a new anchor concept within the Mayor Maury Maverick Plaza (“Plaza”) located in the La Villita District (“La Villita”).



La Villita is a historic, City-owned facility. The vision as established in 2010 by the Ad Hoc Committee, is that La Villita will be the preferred gathering space for the celebration of community and cultural events. La Villita will provide the premier cultural destination experience on the San Antonio River where artists and artisans showcase their talent and market their work. As expressed in one of the Guiding Principles, this culinary concept will energize Maverick Plaza and draw locals and visitors into the village by creating a vibrant and active space that delivers quality arts, crafts and cuisine through the presentation and promotion of working artisans.

***See Exhibit B for enlarged diagram of space**

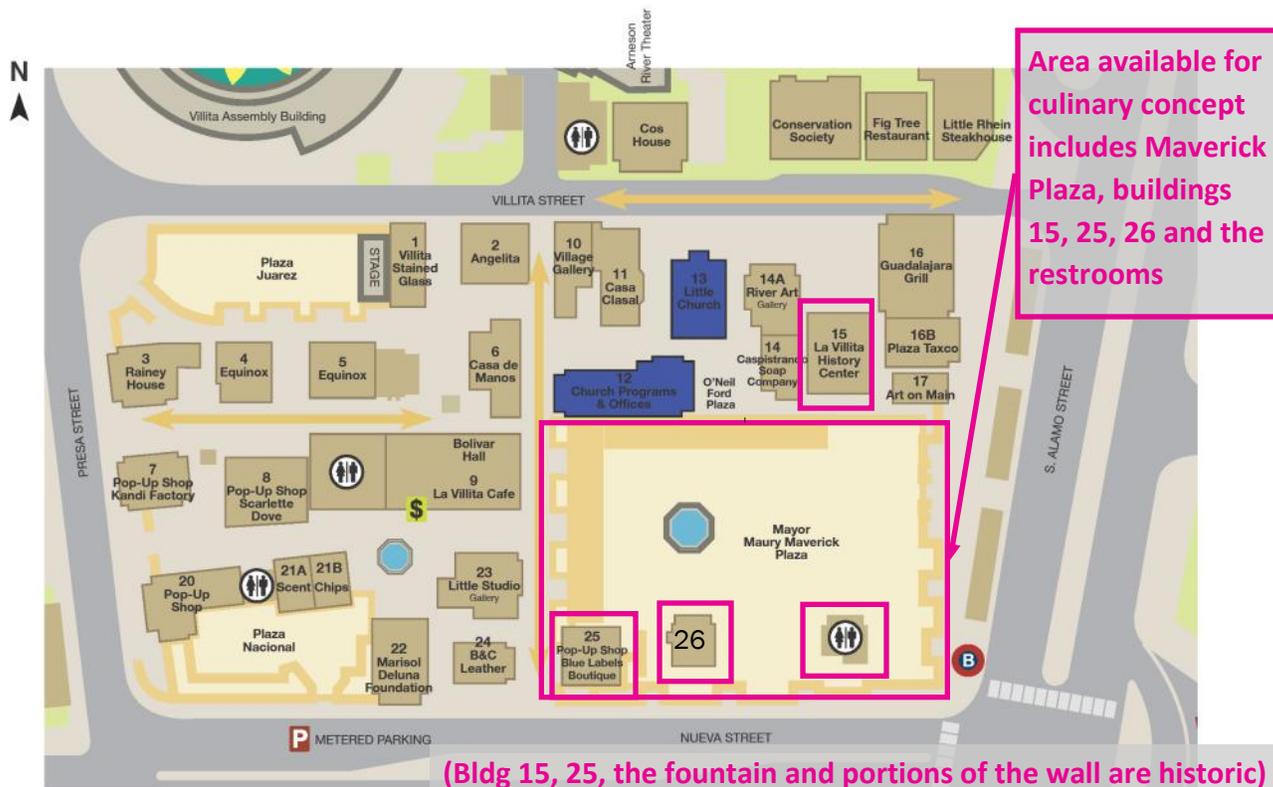
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II. BACKGROUND & HISTORY

La Villita is located within the Inner City Reinvestment Infill Policy Area (ICRIP) and the Inner City TIRZ #11. The Mayor Maury Maverick Plaza is located at the corner of Alamo Street and Nueva Street and serves as the main entrance into La Villita. It is the largest venue within the facility.

The space is currently utilized for wedding receptions, private parties, corporate functions and festivals, and has been home to the Maverick Music Festival, International Accordion Festival, La Villita's annual Día de los Muertos celebration and, the San Antonio Conservation Society's Night in Old San Antonio, among others. The respondent will include a proposed plan for existing annual events, both during construction and upon opening. For a full list of annual events, please see Exhibit C.



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II. BACKGROUND & HISTORY (Cont'd)

The plaza is surrounded by wooden pergolas and large tree beds, with historic water feature in the center. The large concession building (Bldg #26) and restroom facility located within the plaza have been deemed non-historic, as well as the stone wall surrounding the plaza along Alamo Street and Nueva Street.

The City is has implemented the following additional initiatives to support the development of La Villita Historic Arts Village:

- ❖ Maverick Plaza Lighting which includes replacement of light poles and enhance lighting
- ❖ Arneson Theatre repairs and upgrades which includes renovation of VIP Boxes, installation of directory/display cases, ascetics work.
- ❖ Sound and Music Improvements involving installation of a facility-wide speaker system to provide ambient music to enhance visitor experience.
- ❖ Methods & Materials Assessment Study, in coordination with the Conservation Society to develop an assessment of building conditions and provide specifications for ongoing maintenance that preserves and enhances the historic character in the form of a maintenance manual.
- ❖ La Villita entrance enhancement creating a more welcoming and visible entrance to La Villita from Alamo Street and new entrance off of Nueva Street
- ❖ Improvements to the quality artisan retail experience through a new leasing process engineered to provide a variety of unique artisan offerings and re-energize the shopping experience.



Maverick Plaza— 34,132 sf

The following additional initiatives to support the development of La Villita Historic Arts Village are underway:

- ❖ Signage and Way finding to connect pedestrian traffic from the River Walk and Hemisfair Park to La Villita .
- ❖ Strategic Marketing Plan and Website to include rebranding and developing a marketing and communication strategy to improve community awareness.

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III. MARKET OVERVIEW & DOWNTOWN AREA HIGHLIGHTS

Complementary Development: La Villita’s Maverick Plaza is located within an area experiencing significant economic investment and development. This investment is occurring in both the public and private sectors.

World Heritage Nomination:

San Antonio’s five Spanish colonial missions have been designated a World Heritage Site by the United Nations Educational, Scientific and Cultural Organization (UNESCO). The World Heritage designation is expected to be a catalyst for socio-economic change. The greatest economic impact would come from increased visitation and tourism spending. UNESCO World Heritage Sites are especially recognized internationally; there are now 1,008 sites all over the world. By 2025, the World Heritage Site economic impact on San Antonio and Bexar County is expected to generate up to \$105 million in additional economic activity and up to 1,098 extra jobs. (Source: Building on a Strong Foundation: Potential Economic Impacts of World Heritage Site Designation for the San Antonio Missions by Bexar County, 2013.)

La Villita, San Antonio’s first neighborhood, is located just south of the Alamo otherwise known as Mission San Antonio de Valero.

Housing First Strategy:

The Center City Development & Operations Department (CCDO) created the Center City Implementation Plan to help implement the Downtown Strategic Framework Plan of increasing public investment, creating a housing finance strategy, coordinating management and regulating development.

To date, there are 1,433 new housing units planned or under construction within a 1/2 mile radius of La Villita, due in large part to the success of the City’s housing incentive program. (See Exhibit H)

Housing Project	Units
Aztec	41
Encore	338
Agave	350
Witte	4
Frost P3	265
Dwyer	272
HPARC P3	163
Total	1433

La Villita Demographic and Traffic Count Summary Report

Demographics	1 Mile
Total Businesses	4,156
Total Employees	74,071

Traffic Counts	
W. Market St.	18,834
S. Alamo St.	16,190
E. Commerce St.	18,292

Downtown Area Highlights

Alamo Plaza Redevelopment/World Heritage Site

- On Oct. 15, 2015, The GLO and City entered into a Cooperative Agreement regarding the Master Plan
- It will identify physical improvements and facilitate improvements respectful to the area's history
- Plan will be completed by July 2017 and will recommend projects for 2017 bond program consideration

River Walk

- Most popular tourist destination in San Antonio and major income generator
- Bordered by landscaped paths, hotels, restaurants, bars and shops
- River barges take guests along scenic waterway

La Villita

River Center Mall Redevelopment

- Historic Joske building to become world-class shopping and entertainment venue
- Blum Street retail corridor to be converted in "Fast Casual" restaurant row
- At least \$25M investment

Henry B. Gonzalez Convention Center & Expansion Project

- Undergoing 776,000 sq ft expansion
- Completed in Spring 2016
- Opens San Antonio to larger national events; currently 550 conferences annually

Hemisfair

- In 2009, the City formed the Hemisfair Park Area Redevelopment Corporation
- Expected to generate half-billion dollars in direct private investment
- Yanaguana Gardens opened on Oct. 3, 2015
- Civic Park and Tower Park will open in 2020.

City of San Antonio
La Villita

City of San Antonio
Information Technology Services Department
GIS Public Services Division
Shirley Thomas
111 Public Service Division
San Antonio, TX 78202

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III. MARKET OVERVIEW & DOWNTOWN AREA HIGHLIGHTS

La Villita Tenant Map



Map Key

BLDG	SHOP	OFFERINGS
1	Villita Stained Glass	Original stained glass jewelry, vases, kaleidoscopes, bowls, mosaics and other items handcrafted onsite. Classes offered.
2	Angelita	Organic handmade clothing, jewelry, home goods, décor from local and national artisans
3	Populuxcommissary & Rainey House Paint	Pop surreal oil paintings and works influenced by Mid-Century pop culture. Small group classes offered
4	Equinox Gallery	Jewelry crafted in high-karat gold, platinum silver, pearly and high-quality gemstones
5	Equinox Studio	One of a kind jewelry handcrafted onsite by artist Alejandro Si-fuentes. Small group classes offered
6	Casa Manos Alegres	Arts & crafts from various Latin America and local artisan/artists
7	Pop Up Shop	
8	Pop Up Shop	
9	La Villita Café	Offering breakfast all day as well as lunchtime fare. The café is available for private events

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III. MARKET OVERVIEW & DOWNTOWN AREA HIGHLIGHTS (Cont'd)

Map Key (Cont'd)

BLDG	SHOP	OFFERINGS
10	Village Gallery	Pottery, ceramics, tiles, jewelry, metalwork, giclees, prints made in America by craftsmen, artisans and artists.
11	Casa Clasal (Copper Gallery)	Hammered copper and silver art work (decorative vases, bowls, pitchers, etc)
12	Starving Artist Gallery	A variety of handmade crafts, wooden crosses, painted birdhouses and decorative figurines, as well as prints and photos of local landmarks
13	Little Church of La Villita	A historical nondenominational Church offering regular Sunday Services and Prayer Service on Thursdays. Also available for intimate weddings and events.
14	River Art Gallery	Original art work, oil paintings, charcoal drawings, glass media, photography and sculptures
14B	Pop Up Shop	
15	La Villita History Center	Showcases the roots of San Antonio's first neighborhood over the past 300 years.
16	Guadalajara Grill	Unique and authentic Central/Southern Mexico and Tex-Mex dishes made from scratch. The restaurant has a private room available for rental
16B	Plaza Taxco	Handcrafted silver and natural stone jewelry, hand-blown glass merchandise
17	Art on Main	Original art work, paintings, wooden carving, mosaic, sculpture, glass, jewelry and silk fiber created by established and emerging artisans/artists
20	Pop-up Shop	
21 A&B	ScentChips	Fragranced wax melting chips manufactured on site.
22	Marisol Deluna Foundation	Original apparel, accessories and fashion for the home created by fashion designer Marisol Deluna. Classes in fashion design and related trades offered
23	Little Studio Gallery	Original art work created by 6 participating Artists
24	B&C Leather/Unique Finds	Unique handmade leather accessories handcrafted onsite
25	Pop Up Shop	

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IV. OBJECTIVE & CONSIDERATIONS

The key objective of this RFI is to enable the City to obtain information from local highly-qualified culinary operator and/or team with the intent to enter into contract negotiations for the development of a new culinary anchor concept within Mayor Maury Maverick Plaza (“Plaza”) located in Historic La Villita.

This RFI is for informational and planning purposes and should not be construed as a solicitation or as an obligation on the part of the City of San Antonio.

La Villita represents a wonderful historic neighborhood in San Antonio. The well preserved village on the banks of the San Antonio River has always been known as a working artisan and craftsman area that serves local residents and tourists. The biggest challenges are to overcome its small size and relative hidden location in order to gain increased accessibility, visibility, and critical mass of retail that will attract and retain people.

The City would like to identify an operator who can also develop and implement a successful concept that serves as an anchor. The concept needs to activate the Plaza during the weekdays, evenings and weekends. The concept and the experience need to be consistent with the vision and guiding principles while complementing the historic atmosphere of the facility. The City requires cleanliness, safety and a quality of service to commensurate with the authentic atmosphere which the City is seeking to promote within the Historic La Villita Arts Village. In addition, the development concept will make a significant improvement to the visual quality and ambience of the Plaza, La Villita and complement adjacent developments .

The City will review the submittals and may identify a short list of qualified respondents for further consideration that will require a more detailed concept framework, design and business plan. If the City selects a successful respondent the parties will negotiate and enter into an Interim Agreement. During the term of the Interim Agreement the City and successful respondent will negotiate the terms and conditions of a long-term lease of the property and all development and financial considerations. This concept will need to be vetted by any pertinent City Reviewing Boards or Commissions as well as any applicable community stakeholders.

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V. GENERAL TERMS & CONDITIONS OF REQUEST FOR INTEREST (RFI)

1. This is ONLY a REQUEST FOR INTEREST (RFI) and should not be construed as intent, commitment or promise to enter an agreement with a respondent.
2. The City of San Antonio will not be obligated to any Respondent as a result of this RFI. The City is not obligated for any cost incurred by any individual or team in the preparation of the Request for Interest. The City will not pay for any information herein requested nor is liable for any costs incurred by any individual or team.
4. The City will review all information and recommendations received in order to further define our requirements and assess our needs.
5. Confidential or Proprietary Information. All Request for Interest responses become the property of the City upon receipt and will not be returned. Any information deemed to be confidential by Respondent should be clearly noted; however, City cannot guarantee that it will not be compelled to disclose all or part of any public record under by record under the Texas Public Information Act, since information deemed to be confidential by Respondent may not be considered confidential under Texas law, or pursuant to a Court order.
6. The City welcomes the respondent to submit any pertinent information that the City should consider, including topics that the City has not included in this RFI.



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VI. SUBMISSION INSTRUCTIONS

When submitting a Request for Information or Proposals in person, visitors to City Hall must allow time for security measures. Visitors to City Hall will be required to enter through the east side of the building. The public will pass through a metal detector and x-ray machine located in the lobby. All packages, purses and carried items will be scanned during regular business hours of 7:45 a.m. to 4:30 p.m. After the public proceeds through the metal detector, they will sign in and receive a visitor's badge. For those that might require the use of a ramp, entry is available on the south side of the building (Dolorosa side). Security will meet the visitor in the basement with a hand scanner.

All proposals must be submitted in hard copy format only.

Submission of Hard Copy Proposals.

Respondent shall submit one (1) original, signed in ink, and seven (7) copies in a sealed package clearly marked with the project name "16-052, Culinary Concept and Operator" on the front of the package.

Proposals must be received in the Office of the City Clerk no later than 11:00 a.m., Local Time, on Monday, April 11, 2016 at the address below. Any proposal or modification received after this time shall not be considered, and will be returned, unopened to the Respondent. Respondents should note that delivery to the P.O. Box address in a timely manner does not guarantee its receipt in the Office of the City Clerk by the deadline for submission. Therefore, Respondents should strive for early submission to avoid the possibility of rejection for late arrival.

Mailing Address:

Office of the City Clerk

Attn: RFI 16-052, Culinary Concept and Operator

P.O. Box 839966

San Antonio, Texas 78283-3966

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VI. SUBMISSION INSTRUCTIONS (Cont'd)

Physical Address:

Office of the City Clerk

Attn: RFI 16-052, Culinary Concept and Operator

100 Military Plaza

1st Floor, City Hall

San Antonio, Texas 78205

Proposals sent by facsimile or email will not be accepted.

VII. SUBMITTAL DOCUMENT REQUIREMENTS

Respondent's submittal shall include Exhibit A and the following items in the following sequence:

1. A Letter of Interest defining contractual arrangements:

A letter of Interest that states the type(s) of contractual arrangement(s) including financial remittance that might be appropriate and best suited to meet the City's objectives of establishing a culinary anchor concept for La Villita.

2. Brief Company Description:

Provide a brief company description to include the number of years in operation, level of expertise in services provided, financial status of company and relationship to any larger business entity. Joint partnerships with other companies will be considered in order to deploy the overall concept, however all entities will need to provide the information requested above.

3. Contact Information

Provide contact information for the company representative who will respond to questions or requests from the City for additional information.

4. Business Plan:

A high level business plan and operation strategy that will further the vision for La Villita and align with the Guiding Principals established in 2010. The strategy must also include a financial pro forma to support the plan and concept, conceptual design sketches to illustrate the proposed development/concept, and a marketing plan to promote the concept.

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VII. SUBMITTAL DOCUMENT REQUIREMENTS (Cont'd)

5. Vision:

Provide vision, objectives and management/operational philosophies to activate Maverick Plaza, including, weekday, weekend, day and night programming, attracting customers and visitors to La Villita, incorporating artisan aspect and any environmental friendly policies.

6. Description of services

Provide a description of services proposed to be provided at La Villita.

7. Days and Hours of Operation

Provide a proposed schedule of hours and days the La Villita location will be in operation.

8. Operational Requirements:

Operational requirements and/or improvements designed for activation of the Plaza, including physical improvements and programming concepts.

9. Development Team Experience(limit to 10 pages):

Please provide relevant experience with respect to the development and operation of public projects and other commercial projects, clearly distinguishing the experience of the Respondent (including joint ventures partners) from that of consultants and other team members. Please provide detailed explanations of previous and current experience relating to the selection criteria identified above.

- A. Project name and type;
- B. Location, including address and photograph;
- C. Identification of developer and explanation, if different from the Respondent submitting this response;
- D. Overall project size, mix of uses and tenants;
- E. Development cost, and a brief explanation of the approach used to finance the project, naming financing sources and amount of debt and equity (to the extent possible). General description including role of development entity, public sector and community involvement, previous use of the property and unique challenges of the project; and
- F. The extent of personnel, logistical resources, bonding capacity, and the ability to complete the qualifying project in a timely and professional manner.

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VII. SUBMITTAL DOCUMENT REQUIREMENTS (Cont'd)

10. Community Impact:

Factors to be considered in evaluating the project's community impact may include, but are not limited to:

- A. Evaluating the project's impact on the facility and the community; and
- B. Financial return to City.

11. Timeline:

Provide a high-level timeline/schedule required in order to open the concept by **January 1, 2018**.

12. Miscellaneous:

Use this section to present additional information such as letters of recommendation, letters of interest from prospective lenders or tenants, additional information concerning the development team and other information that supports the team's qualifications. Respondent may also use this section to present any item cited or referenced in the statement of qualifications.



Bldg. 15 — 1,274 sf, Patio- 1,534 sf



Bldg. 25 — 759 sf

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VIII. SCHEDULE OF EVENTS:

Neighborhood and Livability Council Committee	January 22, 2016
RFI Release	February 9, 2016
Site Visit 10:00 A.M. 418 Villita Street	February 24, 2016
Pre-Submittal Conference 3:30—5:00 P.M. Culture Commons 115 Plaza de Armas	February 25, 2016
Questions to RFI due to City Staff Contact at 11:00 A.M.	March 28, 2016
Responses to RFI due to City Clerk at 11:00 A.M. City Hall 100 Military Plaza	April 11, 2016
Issue RFP to Short-Listed Respondents (By invitation only)	April, 2016
Detailed RFP Submittals Due	May/June, 2016
Neighborhood and Livability Council Committee	June/August, 2016
Anticipated City Council Consideration	August/September, 2016

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IX. PRE-SUBMITTAL CONFERENCE FOR RFI :

A Pre-Submittal Conference will be held on February 25, 2016 3:30 PM at Culture Commons, 115 Plaza de Armas.

Attendance at the Pre-Submittal Conference is optional but strongly encouraged. Respondents are encouraged to prepare and submit their questions in writing three (3) calendar days in advance of the Pre-Submittal Conference in order to expedite the proceedings.

City responses to questions received by this due date may be distributed at the Pre-Submittal Conference and posted on the City's website at <http://epay.sanantonio.gov/rfpListings/>.

City Offices are wheel-chair accessible and auxiliary aids/services are available upon request. Assistance with Interpreters for the Deaf must be requested at least 48 hours prior to the meeting. For assistance, call (210) 207-7245 Voice/TTY.

Any oral responses provided by City staff at the Pre-Submittal Conference shall be preliminary. A written summary of the Pre-Submittal Conference shall contain official responses, if any. Any oral response given at the Pre-Submittal Conference that is not confirmed in the written summary of the Pre-Submittal Conference or by a subsequent addendum shall not be official or binding on the City. Only written responses shall be official and all other forms of communication with any officer, employee or agent of the City shall not be binding on the City.



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X. RESTRICTIONS ON COMMUNICATION:

Respondents are prohibited from communicating with:

1. Elected City officials and their staff regarding the RFI or proposals from the time the RFI has been released until the contract is posted as a City Council agenda item; and
2. City employees from the time the RFI has been released until the contract is awarded.

These restrictions extend to “thank you” letters, phone calls, emails and any contact that results in the direct or indirect discussion of the RFI and/or proposal submitted by Respondent. Violation of this provision by Respondent and/or its agent may lead to disqualification of Respondent’s proposal from consideration.

Exceptions to the Restrictions on Communication with City employees include:

Respondents may ask verbal questions concerning this RFI at the Pre-Submittal Conference.

Respondents may submit written questions concerning this RFI to the Staff Contact Person listed below until 11:00 a.m., Local Time, on 28th day, March 2016. Questions received after the stated deadline will not be answered. All questions shall be sent by e-mail to:

Charisma Esparza, Procurement Specialist III

City of San Antonio, Finance Department/Purchasing Division

Charisma.Esparza@sanantonio.gov

Questions submitted and the City’s responses will be posted on-line with this solicitation.

**RFI FOR
CULINARY CONCEPT AND OPERATOR
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RESPONDENT INFORMATION

Provide the following information regarding the Respondent:

Respondent Name:

(NOTE: Give exact legal name.)

Principal Address: _____

City: _____ **State:** _____

Zip Code: _____

Telephone: _____ **Fax:** _____

Website address: _____

PRIMARY CONTACT INFORMATION:

List the one person who the City may contact concerning your proposal or setting dates for meeting.

Name: _____ **Title:** _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Office Phone: _____ **Cell Phone:** _____

Email address: _____

EXHIBIT (A)

RFI FOR CULINARY CONCEPT AND OPERATOR LA VILLITA MAVERICK PLAZA

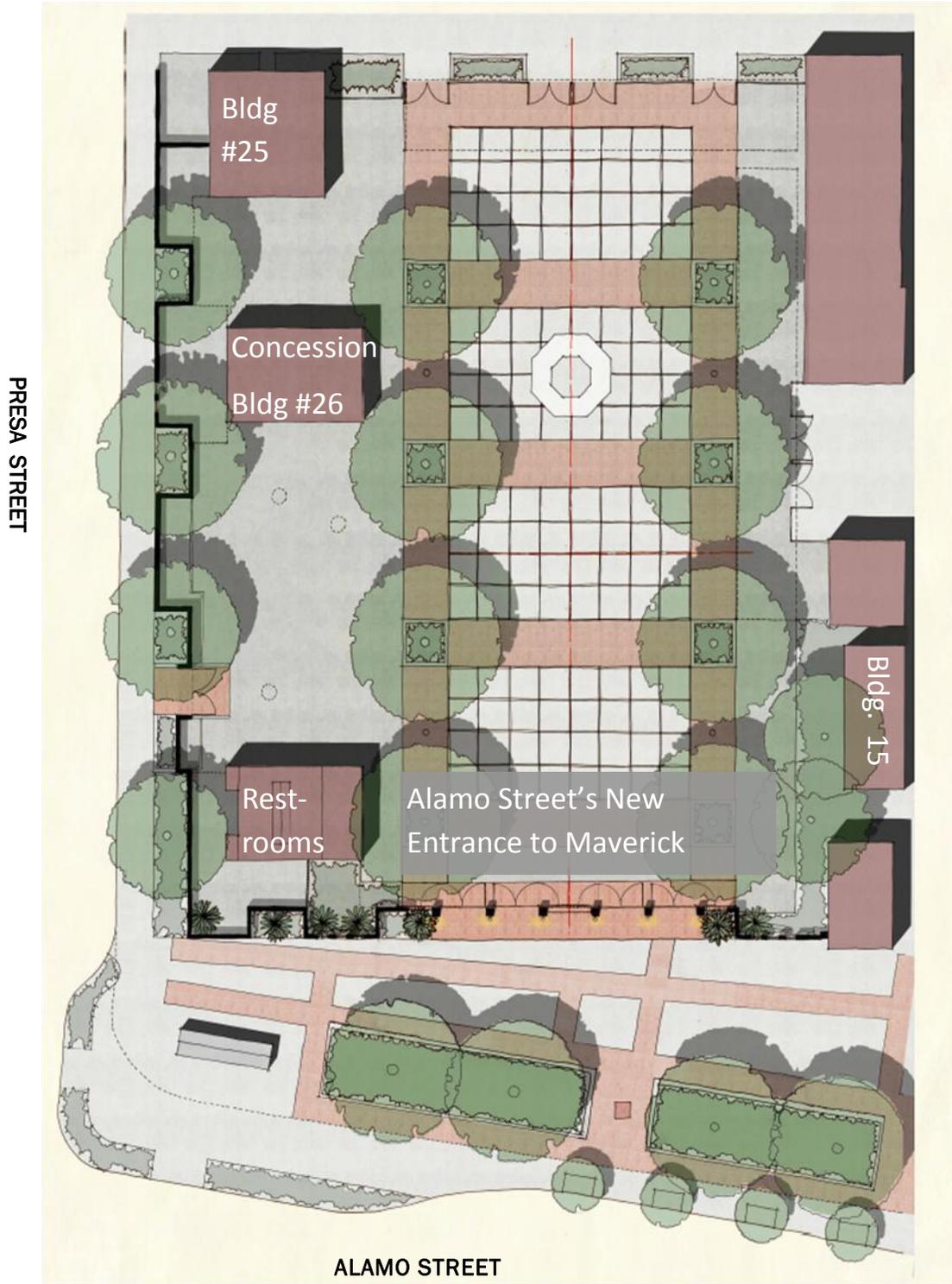


EXHIBIT (B)

**RFI FOR
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LA VILLITA ANNUAL EVENTS SCHEDULE

EXHIBIT (C)

**RFI FOR
CULINARY CONCEPT AND OPERATOR
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1939 CITY COUNCIL ORDINANCE

EXHIBIT (D)

**RFI FOR
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1981 MASTER PLAN

EXHIBIT (E)

**RFI FOR
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RETAIL MANAGEMENT STUDY

EXHIBIT (F)

**RFI FOR
CULINARY CONCEPT AND OPERATOR
LA VILLITA MAVERICK PLAZA**



AD HOC COMMITTEE REPORT

EXHIBIT (G)

RFI FOR CULINARY CONCEPT AND OPERATOR LA VILLITA MAVERICK PLAZA maverick Plaza project

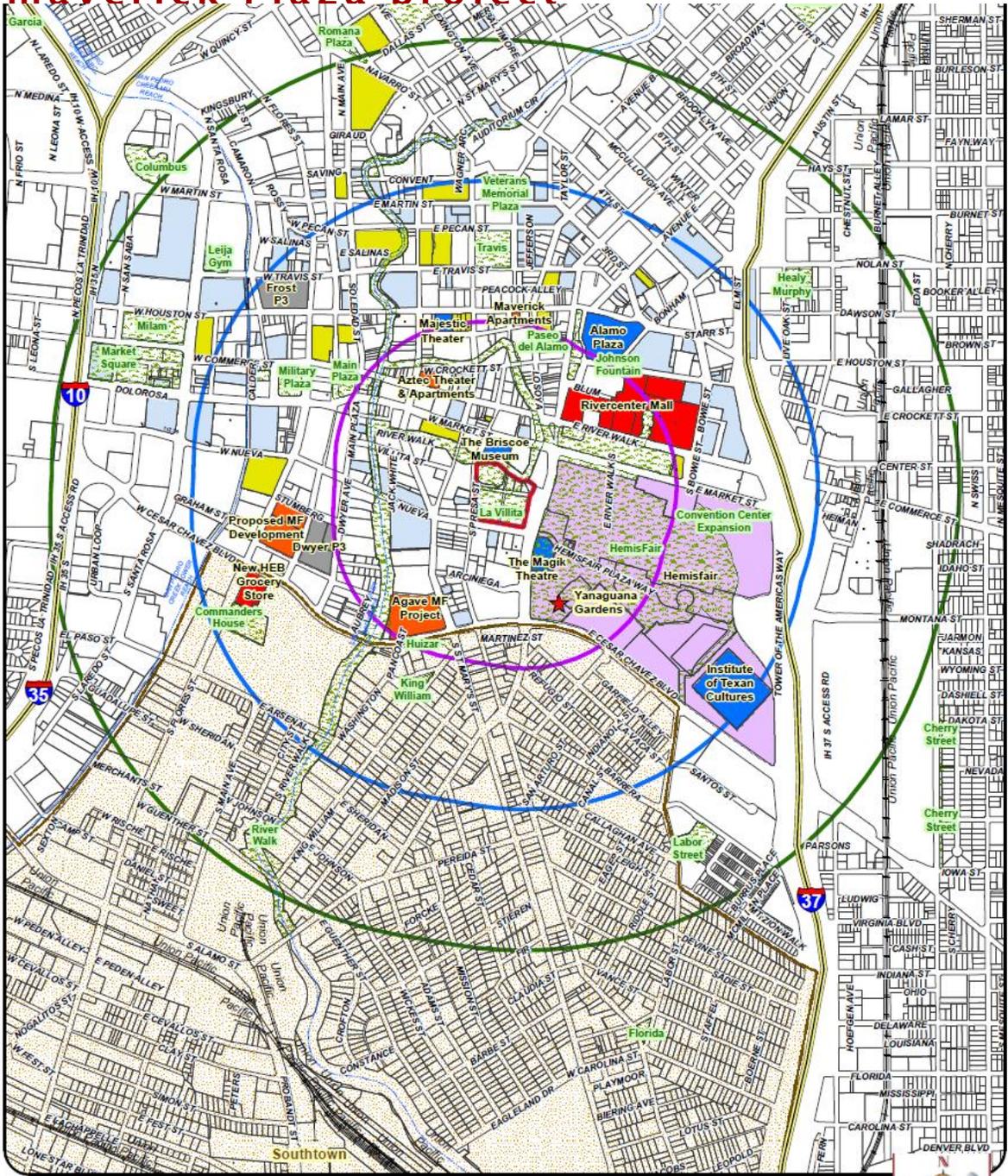


EXHIBIT (H)

	Majestic Theater		Dwyer P3		Proposed MF Development		Parking Garage		Parks
	New HEB Grocery Store		Frost P3		Rivercenter Mall		1/4 Mile Rad.		Expressways
	Agave MF Project		Maverick Apartments		The Briscoe Museum		1/2 Mile Rad.		Railroads
	Alamo Plaza		HemisFair		The Magik Theatre		3/4 Mile Rad.		Creeks
	Azteco Theater & Apartments		Institute of Texan Cultures		Southtown				

City of San Antonio
 Information Technology Services Department
 600 Public Building
 San Antonio, TX 78205