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REQUEST FOR QUALIFICATIONS

Regenerate|Reimagine, a local initiative by Jackiez Gonzalez and Kendall Whittier Main Street, funded by the City of Tulsa's Vision Arts program, invites prospective food-related entrepreneurs and restauranters to submit the following Request for Qualifications to be considered for this project, which may result in enough support for one business to open its doors!

This request for qualifications is the first of a multi-stage competitive process to identify a food-concept that would be a good fit for Kendall Whittier and is ready to open to the public. Eight concepts will be chosen from this Request.

Program Objective
Regenerate|Reimagine (R|R) is an exploratory public art initiative that focuses on public art as an economic development strategy. The objective is to support prospective businesses from concept to opening through artistic and business support and public integrations.

Eligibility
Prospective restauranteurs or food-related businesses who are ready to start the process of opening their doors in Kendall Whittier – whether in a brick-and-mortar business, permanent pop up or food truck. While some financial and in-kind support is provided, applicants are expected to be in the process of securing capital to make their dreams a reality. Special consideration will be given to minority-owned prospective businesses as well as those who have started or graduated from Kitchen 66 or Cocina 66.

Submission requirements
For this RFQ stage, we are inviting prospects to submit a single document in PDF format. Include:

- Owner(s) name & business name
- A brief description of the food-related business concept
- A short overview of where you are in the process of opening the business, including any capital secured or in progress
- Why you want to be a part of this program
- Whether the business is minority-owned and whether you have attended or completed Kitchen 66 or Cocina 66.
- Two references and contact information

Email your submission to jackiez@trytulsa.org. Incomplete or late submissions are subject to disqualification. All submission materials will be retained by R|R and its affiliates.

Deadline
All submissions must be received no later than 11:59pm, November 9, 2022.

Selection Process
From this open call (RFQ) process, a Selection Panel comprised of team members from R|R and Kendall Whittier Main Street will review the applications and select up to eight (8) prospective businesses for Phase I. Applicants will be notified by November 11, 2022 and paired with a local artist.

R|R Phases
Phase I

- Prospective businesses will be paired with a local artist to create a visual concept of the business to be displayed.
- The public will vote on the concepts based on ones they'd most like to patronize.
- The top four (4) concepts will move on to Phase II.

Phase II

- Prospective businesses will be provided branding support (such as logos, signage, labels) and consultation support.
- Prospective businesses will be provided a one-time pop-up space together at a single event in mid-to-late January to test out their concepts on the public, who will vote on their favorites.
- The top two (2) concepts will move on to Phase III.

Phase III

- Prospective businesses will receive even deeper branding support (such as menu, advertising, window signage) and additional consultation support.
- Prospective businesses will be provided a pop-up space for multiple days, up to two weeks, to test out their concept even more.
- One (1) businesses concept will be chosen for an Entrepreneurship Package to include some minor financial and in-kind support to opening a permanent location in Kendall Whittier.

Program Schedule

- RFQ Application Deadline: November 9, 2022
- Phase I business concepts selected: November 11, 2022
- Phase I: December 3, 2022 – January 4, 2023
- Phase II: January 19, 2023 – January 31, 2023
- Phase III: March 1, 2023 – April 23, 2023

Contact
For more information, email jackiez@trytulsa.org.