



**Request for Proposals (RFP)
For Restaurant Consulting Services
1657 Ocean Avenue**

The City of Santa Monica (City) Housing and Economic Development Department is soliciting this Request for Proposals from interested persons and/or firms for the provision of restaurant consulting services to advise the City regarding the selection of a park-oriented food service operator of a restaurant located at 1657 Ocean Avenue, to complement and serve patrons of a six-acre park, currently under construction, known as Palisades Garden Walk (PGW), which is scheduled for completion in December 2013. Qualified applicants must possess the professional capabilities to provide the proposed services. Persons and/or firms interested in assisting the City with the provision of such services are invited to submit a response in accordance with the procedure and schedule in this RFP.

Please submit three (3) hard copies and an electronic version of your response to this RFP to the following address **on April 19, 2012 by 5 p.m.** Please print hard copies double-sided.

*City of Santa Monica
Economic Development Division
Attn: Elsa Trujillo, Senior Development Analyst
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1. BACKGROUND

The City of Santa Monica is a California charter city. It is 8.3 square miles in area, situated 16 miles west of downtown Los Angeles, bordered by the City of Los Angeles on three sides and the Pacific Ocean on the west. Santa Monica is home to approximately 88,000 residents and over 7,000 businesses. The City's dynamic business community and strong economy is based on retail, tourism, entertainment, and technology.