**SITE KICKOFF DATE(s):**

**1 April 2026**

**DUE DATE OF PROPOSAL:**

**15 August 2025**

**CMOTM PROJECT #:**

**CMOTM CONTACT:**

**Dave Smith, CCM, REFP,**

**VP of Construction Management**

**336-420-6636**

**PREPARED BY:**

**HICAPS, Inc.**

**600 N. Regional Road**

**Greensboro, NC 27409**

**www.Hicaps.com**

**REQUEST FOR PROPOSALS**

1. **Operation of the Café**
2. **Operation of the Retail Store**



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**M E M O R A N D U M**

To: All RFP Responders

From: Major General Joe Shrader, USMC (Retired)

Chief Executive Officer

Carolina Museum of the Marine

Date: July 8, 2025

Re: Request for Proposals

Below, and attached you will find detailed Request for Proposals for the following services:

1. **Café CMOTM RFP 2025-001 - CAFÉ**
2. **Retail Shop CMOTM RFP 2025-002 – RETAIL**

Included within each Request for Proposal (RFP) are timelines for the milestone dates in the process.

You are welcome to respond to all the RFP’s or a single RFP if that is your desire.

Carolina Museum of the Marine is a 501-3c Organization.

If you have any questions, please forward to:

Dave Smith

Program Director

HICAPS

[dave@hicaps.com](mailto:dave@hicaps.com)

Cell [336]-420-6636

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**Request for Proposals (RFP)**

**Operation of the Carolina Museum of the Marine**

**CAFÉ**

**CMOTM RFP 2025-001 - CAFÉ**

**Issue Date: July 10, 2025**

**Site Visit / Pre-Proposal Conference: July 24, 2025**

**Last Day for Questions: August 1, 2025**

**Addendum to Proposers with all Q & A Included: August 8, 2025**  
**Proposal Submission Deadline: August 15, 2025, 2:00 PM EDT**

**Interviews (if needed): August 27 -30, 2025**

**Contractor Selection: September 5, 2025**

**Contract Start Date: November 1, 2025**

**1. Introduction**

The Carolina Museum of the Marine, located in Jacksonville, North Carolina, is a cultural and educational institution dedicated to preserving and showcasing the history and contributions of the United States Marine Corps. The museum attracts a diverse audience, including veterans, families, tourists, and local residents. To enhance the visitor experience, the museum seeks a qualified third-party contractor to operate the on-site Carolina Museum of the Marine Café. This Request for Proposals (RFP) outlines the requirements and expectations for the café’s operation.

**2. Scope of Work**

The selected contractor will be responsible for the full operation of the Carolina Museum of the Marine Café, including but not limited to:

* **Menu Development**: Create a menu featuring high-quality, affordable food and beverage options that cater to diverse tastes, including healthy, vegetarian, and locally inspired items.
* **Daily Operations**: Manage all aspects of café operations, including food preparation, service, and cleanup, ensuring compliance with health and safety regulations.
* **Staffing**: Hire, train, and manage qualified staff to provide exceptional customer service aligned with the museum’s commitment to hospitality.
* **Inventory Management**: Source and maintain inventory, prioritizing sustainable and locally sourced ingredients where feasible.
* **Financial Management**: Handle all financial transactions, including point-of-sale systems, and provide monthly financial reports to the museum.
* **Marketing and Promotion**: Collaborate with the museum’s marketing team to promote the café through events, social media, and museum-related channels.
* **Facility Maintenance**: Maintain the café space in a clean, safe, and welcoming condition, adhering to museum standards.
* **Event Support**: Provide services for museum events, such as exhibit openings, veteran gatherings, and private rentals, as needed.

**3. Contract Term**

The contract will be for an initial term of three (3) years, with the option to renew for two additional one-year terms, subject to satisfactory performance and mutual agreement.

**4. Proposal Requirements**

Interested vendors must submit a comprehensive proposal that includes the following:

1. **Company Profile**:
   * Overview of the company, including years in business, relevant experience, and qualifications.
   * Examples of similar operations managed (preferably in high-traffic venues).
2. **Operational Plan**:
   * Proposed menu, including pricing and sourcing strategy.
   * Staffing plan, including number of staff, roles, and training procedures.
   * Approach to maintaining health, safety, and sanitation standards.
3. **Financial Plan**:
   * Projected revenue and expense estimates for the café.
   * Proposed revenue-sharing or lease agreement structure with the museum.
   * Point-of-sale system and financial reporting capabilities.
4. **Customer Experience**:
   * Description of how the vendor will enhance the visitor experience through exceptional service and ambiance.
   * Plans for accommodating dietary restrictions and diverse customer needs.
5. **Marketing and Community Engagement**:
   * Strategy for promoting the café in alignment with the museum’s brand.
   * Ideas for community engagement, such as themed events or partnerships with local businesses.
6. **References**:
   * Contact information for at least three professional references.

**5. Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

* **Experience and Qualifications** (25%): Demonstrated experience in food service operations, particularly in high-traffic or cultural settings.
* **Operational Plan** (30%): Quality and feasibility of the proposed menu, staffing, and operational strategies.
* **Financial Viability** (20%): Reasonableness of financial projections and proposed revenue-sharing or lease terms.
* **Customer Experience** (15%): Creativity and alignment with the museum’s mission to provide a welcoming environment.
* **Community Engagement** (10%): Innovative ideas for promoting the café and engaging the local community.

**6. Submission Instructions**

Proposals must be submitted electronically in PDF format to **dave@hicaps.com** by **August 15, 2025, 5:00 PM EDT**. Late submissions will not be considered.

Please include “CMOTM RFP 2025-001 CAFÉ’” in the subject line. Proposals should not exceed 20 pages, excluding appendices for supporting documents.

**7. Timeline**

**Issue Date: July 10, 2025**

**Site Visit / Pre-Proposal Conference: July 24, 2025**

**Last Day for Questions: August 1, 2025**

**Addendum to Proposers with all Q & A Included: August 8, 2025**  
**Proposal Submission Deadline: August 15, 2025, 2:00 PM EDT**

**Interviews (if needed): August 27 -30, 2025**

**Contractor Selection: September 5, 2025**

**Contract Start Date: November 1, 2025**

**8. Contact Information**

For questions or clarifications, contact:  
**Carolina Museum of the Marine**

Email:  [**dave@hicaps.com**](mailto:%20dave@hicaps.com%20)   
Phone: (336) 420-6636

**9. Additional Information**

* The museum reserves the right to reject any or all proposals or to negotiate with any vendor to achieve the best outcome.
* The selected contractor must comply with all applicable federal, state, and local regulations, including health and safety codes.
* The café space will be provided by the museum, including basic equipment. Any additional equipment needs must be outlined in the proposal.
* The contractor will be required to carry general liability insurance and provide proof of coverage.

We look forward to receiving your proposal to partner with the Carolina Museum of the Marine in creating a vibrant and welcoming café experience for our visitors.

All costs for the preparation of this proposal are solely the responsibility of the submitter.

A close up of a logo

AI-generated content may be incorrect.

**Request for Proposals (RFP)**

**Operation of the Carolina Museum of the Marine**

**RETAIL STORE**

**RFP Number: CMOTM 2025-002 - RETAIL**

**Issue Date: July 10, 2025**

**Site Visit / Pre-Proposal Conference: July 24, 2025**

**Last Day for Questions: August 1, 2025**

**Addendum to Proposers with all Q & A Included: August 8, 2025**  
**Proposal Submission Deadline: August 15, 2025, 2:00 PM EDT**

**Interviews (if needed): August 27 -30, 2025**

**Contractor Selection: September 5, 2025**

**Contract Start Date: November 1, 2025**

**1. Introduction**

The Carolina Museum of the Marine, located in Jacksonville, North Carolina, is a cultural and educational institution dedicated to preserving and showcasing the history and contributions of the United States Marine Corps. The museum attracts a diverse audience, including veterans, families, tourists, and local residents. To enhance the visitor experience, the museum seeks a qualified third-party contractor to operate the on-site Carolina Museum of the Marine Retail Store. This Request for Proposals (RFP) outlines the requirements and expectations for the retail store’s operation.

**2. Scope of Work**

The selected contractor will be responsible for the full operation of the Carolina Museum of the Marine Retail Store, including but not limited to:

* **Merchandise Selection**: Curate a diverse inventory of high-quality products, including Marine Corps-themed apparel, memorabilia, books, educational materials, and locally inspired items.
* **Store Operations**: Manage all aspects of retail operations, including sales, inventory management, and customer service, ensuring a professional and welcoming environment.
* **Staffing**: Hire, train, and manage qualified staff to provide exceptional customer service aligned with the museum’s commitment to hospitality.
* **Inventory Management**: Source and maintain inventory, prioritizing items that reflect the museum’s mission and appeal to its audience.
* **Financial Management**: Handle all financial transactions, including point-of-sale systems, and provide monthly financial reports to the museum.
* **Marketing and Promotion**: Collaborate with the museum’s marketing team to promote the retail store through events, social media, and museum-related channels.
* **Store Maintenance**: Maintain the retail space in a clean, organized, and visually appealing condition, adhering to museum standards.
* **Event Support**: Provide merchandise or pop-up retail services for museum events, such as exhibit openings, veteran gatherings, and private rentals, as needed.

**3. Contract Term**

The contract will be for an initial term of three (3) years, with the option to renew for two additional one-year terms, subject to satisfactory performance and mutual agreement.

**4. Proposal Requirements**

Interested vendors must submit a comprehensive proposal that includes the following:

1. **Company Profile**:
   * Overview of the company, including years in business, relevant experience, and qualifications.
   * Examples of similar retail operations managed (preferably in high-traffic venues).
2. **Operational Plan**:
   * Proposed merchandise mix, including product offerings and sourcing strategy.
   * Staffing plan, including number of staff, roles, and training procedures.
   * Approach to maintaining a visually appealing and organized retail space.
   * Plan for incorporating Marine Corps-themed and locally sourced products.
3. **Financial Plan**:
   * Projected revenue and expense estimates for the retail store.
   * Proposed revenue-sharing or lease agreement structure with the museum.
   * Point-of-sale system and financial reporting capabilities.
4. **Customer Experience**:
   * Description of how the vendor will enhance the visitor experience through exceptional service and product offerings.
   * Plans for accommodating customer needs and preferences.
5. **Marketing and Community Engagement**:
   * Strategy for promoting the retail store in alignment with the museum’s brand.
   * Ideas for community engagement, such as themed merchandise launches or partnerships with local artisans.
6. **References**:
   * Contact information for at least three professional references from similar contracts or projects.

**5. Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

* **Experience and Qualifications** (25%): Demonstrated experience in retail operations, particularly in high-traffic or cultural settings.
* **Operational Plan** (30%): Quality and feasibility of the proposed merchandise mix, staffing, and operational strategies.
* **Financial Viability** (20%): Reasonableness of financial projections and proposed revenue-sharing or lease terms.
* **Customer Experience** (15%): Creativity and alignment with the museum’s mission to provide a welcoming and inclusive environment.
* **Community Engagement** (10%): Innovative ideas for promoting the retail store and engaging the local community.

**6. Submission Instructions**

Proposals must be submitted electronically in PDF format to **dave@hicaps.com** by **August 15, 2025, 5:00 PM EDT**. Late submissions will not be considered.

Please include “CMOTM RFP 2025-002 RETAIL” in the subject line. Proposals should not exceed 20 pages, excluding appendices for supporting documents.

**7. Timeline**

* **Issue Date: June 30, 2025**
* **Site Visit / Pre-Proposal Conference: July 17, 2025**
* **Last Day for Questions: July 25, 2025**
* **Addendum to Proposers with all Q & A Included: August 1, 2025**
* **Proposal Submission Deadline: August 8, 2025, 5:00 PM EDT**
* **Vendor Interviews (if needed): August 18 -20, 2025**
* **Contractor Selection: August 28, 2025**
* **Contract Start Date: September 8, 2025**

**8. Contact Information**

For questions or clarifications, contact:  
**Carolina Museum of the Marine Procurement Office**

Email:  [**dave@hicaps.com**](mailto:%20dave@hicaps.com%20)   
Phone: (336) 420-6636

**9. Additional Information**

* The museum reserves the right to reject any or all proposals or to negotiate with any vendor to achieve the best outcome.
* The selected contractor must comply with all applicable federal, state, and local regulations.
* The retail space will be provided by the museum, including basic fixtures. Any additional equipment or display needs must be outlined in the proposal.
* The contractor will be required to carry general liability insurance and provide proof of coverage.

We look forward to receiving your proposal to partner with the Carolina Museum of the Marine in creating a vibrant and engaging retail experience for our visitors.

All costs for the preparation of this proposal are solely the responsibility of the submitter.