



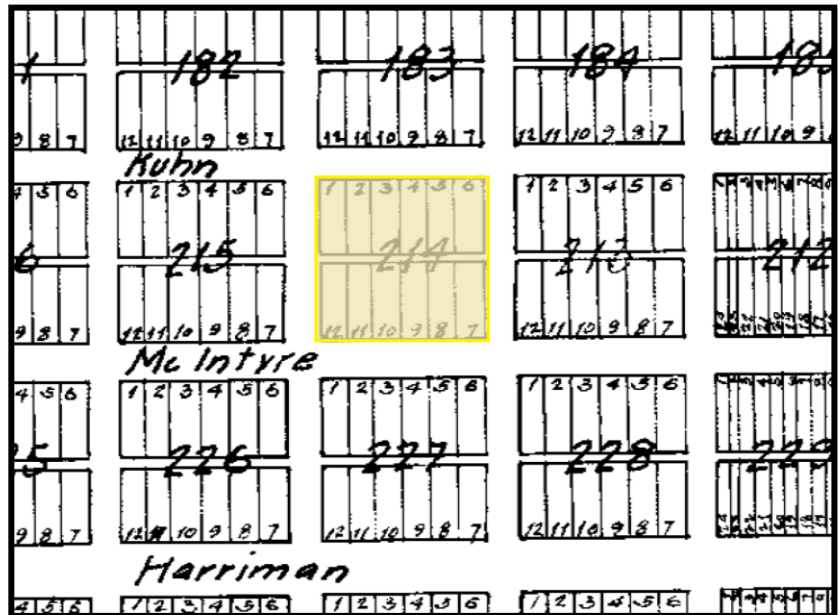
**Request for Proposal (RFP #25-01) for Food Truck Park Development on Edinburg EDC Property**

**1. Introduction:**

The Edinburg Economic Development Corporation (EEDC) invites qualified and experienced individuals, companies, or organizations to submit proposals for the development of a vibrant and attractive Food Truck Park on the EEDC property located in Edinburg, Texas. The proposed food truck park will occupy an area of approximately 42,000 sq. ft. (300 ft. x 140 ft.) and aims to create a unique culinary destination that enhances the local community and fosters economic growth.

**2. Project Overview:**

- 2.1. Project Location:  
201 N 7<sup>th</sup> Street  
Edinburg, TX 78539
- Area: Approximately  
42,000 sq. ft.  
(300 ft. x 140 ft.)



Ex. 1 (Edinburg Old Townsite Plat)



## 2.2. Project Objectives:

- Create a diverse and appealing food truck park that caters to various cuisines and culinary offerings.
- Foster a welcoming and family-friendly environment with ample seating and recreational spaces.
- Promote entrepreneurship by providing a platform for local food entrepreneurs and food truck operators.
- Enhance the appeal of the Edinburg community as a culinary and leisure destination.
- Maximize the potential of the property to drive economic development and attract visitors.

## **3. Proposal Guidelines:**

Interested parties are requested to submit comprehensive proposals that include, but are not limited to, the following information:

### 3.1. Executive Summary:

- An overview of the proposal highlighting its key features and benefits.
- The proponent's background and relevant experience in food truck park development or similar projects.

### 3.2. Conceptual Design:

- Architectural layout and design of the food truck park.
- Landscaping and outdoor amenities plan, including seating areas, shade structures, and recreational spaces.
- Consideration of accessibility and amenities for all visitors, including those with disabilities.



Ex. 1 (Food Truck - Conceptual Plan Example)



Ex. 2 (Food Truck - Conceptual Plan Example)



### 3.3. Food Vendor Selection Process:

- A detailed plan for the selection and curation of food vendors, including criteria and application procedures.
- Strategies to promote diversity and inclusion among food vendors.

### 3.4. Operational Plan:

- Proposed management and operation structure of the food truck park.
- Security measures and safety protocols to ensure a secure environment.
- Proposed operating hours and special event planning.

### 3.5. Marketing and Promotion:

- Strategies for marketing the food truck park to local residents and tourists.
- Ideas for hosting events, promotions, and collaborations to attract visitors.

### 3.6. Financial Projections:

- A comprehensive financial plan outlining the projected costs and revenue streams.
- Proposed lease or revenue-sharing arrangements with food vendors.



**4. Submission Details:**

Proposals are to be submitted no later than **February 27, 2025 at 12:00 p.m.** Late submissions will not be considered. Any RFP received after the closing time will not be accepted and will be returned to the submitter unopened.

(2) RFPs shall be submitted in a sealed envelope. One (1) original marked **“ORIGINAL,”** and one (1) copy marked **“COPY”**, clearly indicated with **“RFP #25-01”** on the outside of the envelope.

RFPs submitted by facsimile (fax) or electronically shall **NOT** be accepted. Submission of a RFP in response to this solicitation, by any respondent, shall indicate that the respondent(s) has/have accepted the conditions contained in the RFP, unless clearly and specifically noted in the RFP submitted and confirmed in the contract between the Edinburg EDC and the successful respondent otherwise. RFPs which do not comply with these requirements may be rejected at the option of the Edinburg EDC. Failure to meet RFP requirements may be grounds for disqualification.

Hand Delivered RFP’S:

3111 W. Freddy Gonzalez Dr. Edinburg, TX 78539  
C/o Edinburg EDC (2nd floor)

If using Land Courier (i.e.FedEx, UPS):

Edinburg EDC  
C/o Raudel Garza, Executive Director  
3111 W. Freddy Gonzalez Dr.  
Edinburg, TX 78539

If Mailing Proposals:

Edinburg EDC  
C/o Raudel Garza, Executive Director  
3111 W. Freddy Gonzalez Dr.  
Edinburg, TX 78539

***The Edinburg EDC reserves the right to refuse and reject any or all RFP’s and to waive any or all formalities or technicalities and to accept the RFP deemed most advantageous to the Edinburg EDC.***



## **5. Evaluation Criteria:**

The selection of the winning proposal will be based on various factors, including but not limited to:

- Overall feasibility and creativity of the proposed concept.
- Experience and track record of the proponent in similar ventures.
- Financial viability and sustainability of the project.
- Potential for positive impact on the local community and economy.
- Ability to meet the project's timeline and milestones.

## **6. Timeline:**

- Release of RFP: January 24, 2025
- Proposal Submission Deadline: February 27, 2025
- Proposal Evaluation Period: March 3 – March 7, 2025
- Final Selection and Notification: March 2025 (EDC Board Meeting)

## **7. Contact Information:**

For inquiries and clarifications regarding this RFP, please contact:

- Executive Director, Raudel Garza, at [raudel@edinburgedc.com](mailto:raudel@edinburgedc.com) or (956) 388-8914

We look forward to receiving your proposals and partnering with the selected proponent to create an exceptional food truck park that enriches the Edinburg community.