



City of PALM COAST

Finance Department
Budget & Procurement Office

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REQUEST FOR INFORMATION: ANCHOR BREWERY & TAPROOM OPERATOR RFI #: RFI-ED-26-33

1. Purpose of Request for Information

The City of Palm Coast, in coordination with the private development team for The Promenade at Town Center, is issuing this Request for Information (RFI) to identify experienced craft brewery operators interested in establishing an anchor brewery and taproom within a food, beverage, and entertainment-oriented mixed-use district.

This RFI is intended solely for information-gathering purposes and does not obligate the City or the developer to proceed with any respondent.

2. Project Overview – The Promenade at Town Center

The Town Center is anchored by the city's beautiful Central Park, which features a lake surrounded by a half-mile brick walking path with Palm Coast's new City Hall at one end of the lake, as well as the Town Center Office building.

The Promenade, set to open mid-2026, is the latest announcement for Town Center's 'live-work-play' concept. A \$79 million-dollar mixed-use development consisting of 204 modern studio, one bedroom and two-bedroom apartments parcel, this mixed-use development will also include an expansive landscaped and brick paved promenade walkway fronting the development and providing entry to 57,000 square feet of restaurant, retail, office and institutional spaces.

The Promenade is the best of both worlds. Only two blocks from SR 100 and less than two miles from Interstate 95, The Promenade's location at the Town Center's Central Park provides a walkable serene environment in the heart of the Town Center of Florida's fastest growing cities and minutes away from the busiest interstate on the east coast.

3. Brewery and Food Court Opportunity Description

The anchor brewery opportunity includes two distinct but complementary interior spaces organized around a shared courtyard gathering area:

- A 5,250-square-foot brewery taproom
- A 5,225-square-foot enclosed in-line and adjacent food court space

These spaces are separated by a central courtyard programmed with outdoor furniture



and a small entertainment stage intended for live music, performances, and community events. Both the taproom and food court feature expansive glass frontage along the courtyard and Central Avenue, providing exceptional visibility and indoor-outdoor activation opportunities.

Food service is optional for the brewery. The food court may be operated independently or may be integrated into the brewery operator's concept depending on the proposal.

4. Surrounding Uses and Built-In Demand

Directly opposite the taproom is The Promenade's resident amenity core, which includes:

- A 2,500-square-foot resident fitness center
- Outdoor Resort-style swimming pool
- Outdoor fitness area
- Pickleball courts
- Off-leash dog park

These amenities serve the 204 apartment residents and generate steady daily foot traffic, enhancing activation and visibility for the brewery and the courtyard environment.

5. Parking, Access, and Visibility

The Promenade provides a comprehensive parking and access network, including:

- On-street parking along Central Avenue
- More than 500 on-site parking spaces serving residents and commercial patrons
- Rear delivery and service access for commercial tenants

The configuration ensures easy access for customers, efficient logistics for tenants, and high visibility for the brewery taproom and food court spaces.

6. Tenant Improvement Incentive Framework

Tenant improvements remain available and organized as follows: (1.) a build-out allowance from the developer and (2.) a separate reimbursement grant from the City of Palm Coast.

- **Developer Contribution:** Up to \$40 per square foot
- **City Matching Grant:** Up to \$40 per square foot through the City's Downtown Urban Tenant Improvement Grant Program
- **Maximum Combined Incentive:** Up to \$80 per square foot, subject to eligibility, warranting, and City approval

Any City participation will be governed by a separate grant agreement and is not guaranteed.

7. Outdoor Plaza & Operating Environment

Alcohol service is permitted within the courtyard and outdoor gathering areas, subject to applicable laws and district rules. Hours and noise levels associated with outdoor entertainment are defined by the City's Code of Ordinances

8. Ideal Operator Profile

The City and development team seek experienced brewery operators with proven taproom performance, strong brand identity, and interest in expanding into a high-visibility destination environment.

If a respondent proposes to operate a food service component as part of the taproom, the operator must demonstrate:

- Documented experience managing a commercial kitchen or food service program
- A strong record of food safety compliance and permitting
- Operational capacity to run both brewery and food service seamlessly
- A food concept compatible with the taproom environment and courtyard activation strategy
- Prior performance metrics or examples of similar integrated food + brewery operations

Start-up or first-time brewery operators are not the intended audience for this RFI.

9. Requested Information

Respondents are asked to provide concise, non-binding information addressing the following:

1. Company overview and ownership structure
2. Existing brewery and taproom operations
3. Expansion strategy and preferred timing
4. Operational concept, including food service approach if applicable
5. Experience with live events and outdoor programming
6. Preliminary build-out considerations
7. Interest in tenant improvement incentives
8. Primary contact information

10. Submission Instructions

Submission Format: PDF preferred

Submission Method: Electronic submission via email

RFI Due Date: February 5, 2026

Late submissions may be reviewed at the City's discretion.

11. Evaluation and Next Steps

Responses will be evaluated based on experience, operational capacity, alignment with The Promenade's concept, ability to function as an anchor tenant, and—if applicable—qualifications to operate food service.

Selected respondents may be invited to site tours, follow-up discussions, or submission of a non-binding Letter of Intent.

12. RFI Disclaimer

This RFI is issued solely for information-gathering purposes and does not constitute a solicitation, offer, or commitment by the City of Palm Coast or the Promenade development team. The City reserves the right to reject any or all responses and to modify or discontinue this process at any time.

Submission Instructions

All questions must be submitted through Bonfire by January 26, 2026.

All required information should be submitted electronically through the City's Bonfire Procurement Portal by **2pm on February 5, 2026**. The City reserves the right to request additional information or conduct follow-up discussions based on responses received.