

**Carnival Grand Bahama Investments Limited  
CELEBRATION KEY**

**Request for Proposal (RFP) for  
Interest in Participating in “Standard” Retail Operations  
at Celebration Key at Grand Bahama**

***Note:** this RFP is for Standard outlets (300-950 sq. ft.). The RFP for Large outlets (>1,000 sq. ft.) was closed on December 16<sup>th</sup> and we will work to meet with interested parties in January.*

**December 2023**

**I. GENERAL**

**A. INTRODUCTION**

Carnival Corporation & plc via its subsidiary Carnival Grand Bahama Investments Limited (“Carnival”) is requesting proposals from businesses (“Operators”) interested in participating in the development and leasing of “Standard” retail spaces (“Retail”) at Celebration Key, currently under construction by Carnival at Sharp Rock on Grand Bahama Island (“the Destination”), approximately thirteen (13) miles from downtown Freeport.





**B. BACKGROUND & PROJECT LOCATION**

1. Carnival Corporation & plc and Carnival Cruise Line

Carnival Corporation & plc, the world’s largest leisure travel company, provides travelers around the globe with extraordinary vacations at an exceptional value. The company’s portfolio of global cruise line brands includes nine (9) distinct brands operating worldwide. Together, these brands comprise the world’s largest cruise company with a fleet of over 90 ships visiting more than 700 ports around the world. For more information, please visit <http://www.carnivalcorporation.com/>.

The Destination is being designed primarily to serve Carnival Cruise Line. Carnival Cruise Line is “The World’s Most Popular Cruise Line” and currently operates 26 ships on three to 24-day voyages worldwide. One additional ship is scheduled to be transferred in – Carnival Firenze in the spring of 2024. For more information, please visit <http://www.carnival.com>.

2. Project Location

The Destination will be located on the south shore of Grand Bahama Island on approximately 329 acres of beachfront land (the “Site”, see Exhibit B), in the area known as Sharp Rock. Carnival is conserving a significant portion of the acreage as wetlands. Approximately forty (40) acres of land is being utilized for the initial phase of the landside development.

**C. PROJECT DESCRIPTION**

1. Objective

Carnival is constructing a dedicated cruise ship destination designed to accommodate two cruise ships per day, with a daily onshore capacity of up to 13,000 guests and 4,000 crew members. The Destination is expected to welcome 2M+ passengers annually, and ship are expected to call almost

every day of the year, including holidays.

The Groundbreaking ceremony took place on May 12, 2022, and construction is underway. The Destination is expected to open July 2025.

In order to provide a quality Retail experience, Carnival will negotiate and execute lease agreements with many qualified Operators. Agreements may take the form of standard, long-term retail leases.

For more information please visit <https://www.CelebrationKeyGrandBahama.com/> and follow us on Social Media:

- Instagram: <https://www.instagram.com/celebrationkeygrandbahama/>
- Facebook: <https://www.facebook.com/people/Celebration-Key-Grand-Bahama/61552410317019/>

## 2. Extent and Scope of the Project

Retail at the Destination is being designed to provide a diverse retail experience for several thousand guests and crew across a variety of daily operational scenarios. The Destination will primarily receive ships in port from 8 a.m. to 5 p.m. Night operations are being designed for and to be considered. Stores must remain open every time a ship is in port.

Retail footprint at the Destination is not be dense and will be differentiated by being Bahamian-focused and inspired.

“Standard” retail shops are being defined as enclosed, air-conditioned stores, ranging from 300 sq. ft. to 950 sq ft. Tenants will be asked to build-out the store at their risk and expense, including slab, tiles, HVAC, electrical, etc. Stores should be made available to Tenants for build out activities between late August and early December 2024. Tenant will have to provide construction plans for Carnival’s approval prior to starting work for Carnival approval.

Carnival will ensure that the retail offering is varied; however, some product categories may overlap between stores. Note that no storage is available onsite; storage will have to be managed by the retailers offsite, or in the store for small, high turnover items. No replenishment of inventory should take place during operations but can be done prior to ship arrival or after ship departure.

Guests will be charged directly by the Operator for all Retail purchases. Existing Bahamian brands, or brands uniquely created for the Destination, are preferred.



“Standard” Retail is composed of various sizes and locations:



Retail Village

The Retail Village includes up to 12 individual stores, proposing a varied retail offering:

- Up to 10 stores of approximately 590 sq ft each
- 2 stores of approximately 425 sq ft each

Welcome Plaza

The Welcome Plaza includes 3 stores, in prime locations. Due to their locations, special offerings (unique, different) should be considered:

- 2 stores of approximately 950 sq ft each, located on the west side (high energy, adult focused) and east side (family focused) of the Welcome Plaza.
- 1 store of approximately 300 sq ft, located on the path to the Sandcastle iconic feature. Only exceptional, unique concepts will be considered for this space.

Crew area

The crew area will include 1 store of approximately 600 sq ft, focused on crew only. Due to its size and location, limited storage will be available onsite. Offering should cater to crew needs, and may include international and local snacks, sundries, souvenirs, beach essentials, sun & fun items, etc.

3. Proposed Project Schedule:

The Destination is planned to open July 2025, at which time the Retail Operations must be fully operational.

RFPs Made Available via Webpage  
RFP Submittals Due via Upload to Webpage or email  
Notification to Operators short-listed for interview phase

January 15, 2024  
February 16, 2024  
March 1, 2024

## II. REQUIRED SUBMITTALS

Information is to be submitted by close of business on February 16, 2024. Interested Operators are requested to submit their information, which must include and reference the elements included in the RFP Response Outline (Exhibit A), via upload to our webpage: <https://www.carnivalgrandport.com/opportunities/rfq-rfp> or via email to [Retail@carnivalgrandport.com](mailto:Retail@carnivalgrandport.com). Note that some information may overlap with the Request for Information document that you have already provided; however, we request you to complete all information.

Any questions or issues with uploading should be addressed via e-mail to [Retail@carnivalgrandport.com](mailto:Retail@carnivalgrandport.com). All information provided will be held confidentially by Carnival.



6. Alignment with Vision:
- a. Is the brand an existing Bahamian brand? Yes  No
  - b. Is the brand uniquely created for the Destination? Yes  No
  - c. Would you be willing to create a brand uniquely for the Destination? Yes  No
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7. Alignment with Vision: what makes your concept/theme/brand “Bahamian focused or inspired”, or how would you tailor your concept/theme/brand to be more aligned with the Vision?

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8. Describe your experience with store build-out.

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9. Describe the beneficial ownership of the business (please add if not enough space):

Owner 1: Name, nationality, % ownership

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Owner 2: Name, nationality, % ownership

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**EXHIBIT B:**  
**Project Location & Area Map**

Celebration Key Location

