

RFP 17-21 Lease of the Annapolis Market House at City Dock

1/5/2018

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
Purpose		
<p>Offer a product mix for customers that will include a wide variety of high quality fresh and prepared food products to attract and serve a diverse clientele</p>	<p>Grocery Items available 7 days a week: Fresh (raw) Chicken, Meats, Seafood Fresh (raw) Vegetables, Fruit, other grocery items Dairy items: Milk, butter, cream, etc. Bread and bakery items Prepared meals to go: full dinners, salads, sandwiches, appetizers Cheese, charcuterie, oils, dressings, bottled and canned foods Fresh cut flowers, live plants Baskets, hostess gifts, various speciality items typical to a Market</p>	<p>AOC offer fresh fruits and vegetables, baked goods/bread, flowers, cheeses, deli/butcher shop, salads, grilled burgers/hotdogs, fried chicken, coffee/breakfast goods, ice cream/smoothies, fresh seafood and oyster bar with beer and wine license, ethnic foods, comfort soul foods and prepared ready-to-go foods. We recognize and have heard the City Council's request to offer a vast variety of food choices to the wards in the City of Annapolis. Our Market House proposal concept will be a reality, embracing many (not just one) creative stall owners. We have the ability to offer more choices, below is a short list of vendors in which we are seeking.</p> <p>Food trucks as you know are not allowed within the historical district. We will be offering them an opportunity to have a stall in the MH, showcasing the creative and delicious food from all parts of MD, without the food truck present.</p> <p>Shared stalls will be allowed for those entrepreneurs that have limited time and resources in starting a new business. I.e., recent culinary graduates, the mom that bakes at home, the dad that is the grill master, the gumbo master, the young adult, that has a passion for food.</p> <p>By partnering with the variety of stall operators, we plan to create a warm and inviting MH for meetings, gatherings and general socialization.</p> <p>Food that feeds the soul and warms the heart will be offered over the next several months as we begin the transition and finalize our vendor list and secure our farmers for the Market.</p> <p>We will be working closely with various local agencies, culinary schools, vo-tech programs, up and coming chefs to bring the best possible choices in which the visitors to the Market House deserve. "</p>

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
Two principal categories of foods to be offered shall:		Popular breakfast and lunch foods locally sourced from surrounding area plus, fresh produce, seafood, oyster bar, ethnic/comfort soul foods, grilled burgers/hotdogs, salads, etc.
1. Attract and serve the resident citizens of the city for home consumption; and	New Market will offer an extensive array of high quality un-cooked, ready to cook, and prepared ready to eat foods, specifically designed for home consumption by local residents, visitors, and boaters. Virtually everything offered, is designed for take home use, consistent with products sold during the long history of the Market House, and successful markets of the world. Grocery will include local fresh produce, meats, flowers, dairy, dry goods, and gifts. Prepared dinners (heat at home), seafood & ingredients used in sandwiches, salads	Vendors will be selected for each of the 10 stalls per the outlined plan (food-type) designation in the presentation;
2. Provide convenient lunch items for consumption by downtown workers and visitors	New Market will offer quick, high quality, "grab & go" ready made sandwiches, salads, soups,etc., that are perfect for lunch at the home or office, or for consumption on-site. All price points will be addressed. Sandwiches, green salads, specialty salads, soups, panninis, grilled cheese, flatbreads, MD seafood specialties, other specialties. Seafood/oyster bar option. Menu will change constantly with many specials, including ethnic and exotic offerings.	Annapolis Oyster Company will operate 2 stalls (Fresh Seafood and Oyster Bar), the remaining 10 stalls will be selected after awarding bidder the contract

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
<p>Goal to re-establish MH as vibrant public resource, key anchor of downtown commercial area gathering space for residents, tourists, workers from all walks of life</p>	<p>Agreed - we are very passionate about making the Market House a vibrant, public resource. We discussed this in detail in our proposal, presentation deck, and in our City Council meeting discussions. We believe our plan will spark a significant revitalization of the City Dock area as a destination for locals. We believe the visitors will want to go where the locals go. We will work extensively with the surrounding businesses, residents, City officials, and various stakeholder organizations to create a plan to cohesively revitalize the downtown commercial area, with the Market House as the key anchor. Jody Danek has been an integral part of the successful revitalization of Inner West Street. We feel the communal seating approach, outdoor seating and food quality will encourage the use of the Market House as a meeting place for locals, workers and visitors.</p>	<p>Revitalize MH as the new "heart" of Annapolis City Dock by creating an exciting Food Hall and community gathering place that appeals and attracts a wide clientele (including all wards)</p>
Minimum Services/Business Plan		
<p>1. Experienced Management all hours of operation</p>	<p>Michele Bouchard (full time, sole business) Joe Lyon (full time, sole business), Jody Danek (part time, but significant, involved in multiple businesses)</p>	<p>AOC is the current operator/manager of Market House and has 40 yrs experience in food service (highly qualified)</p>

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
2. Concept, layout, leasing/operating plan - high quality food products as principal use	Create a large hall with long communal tables that bring people together. Food will be fresh and local. Vibe will be open and fun. Create a large hall with long communal tables that bring people together. Food will be fresh and local. Vibe will be open and fun. We have always demonstrated a passion for quality in our other various concepts, our food, and our commitment to neighborhood outreach and unity among surrounding businesses. Our menu will cover all ranges of price points, while not waivering on quality. Our concept is designed to offer a fun, open, clean, fresh and diverse experience.	Tenant supplies seafood & alcohol, sub-tenants TBD will supply balance of products. Alcohol not mentioned in BAFO, Reserves the right to seek from ABC Board.
3. Hours (RFP says "Previously 6 days/week, 8am-7pm", Calling the Market House on Sunday I found it opens at 6am and operates 7 days/week)	Mon-Thu=6am-10pm, Fri-Sat=6am-12am, Sun=7am-9pm Operating times are subject to market and seasonal considerations.	Sunday-Thursday 6am - 8pm, with seasonal extensions; Friday-Saturday 6am-10pm, later for New Years & July 4
4. Adequate facility maintenance		See financials
5. Written semi-annual reporting		Yes
6. Goods & Services beyond minimum	Market Days in Market Space, coffee, on-site beer & wine, delivery of many items, very high quality product. Our proposal meets all of the baseline requirements of the RFP, plus many additional offerings designed to make the Market House a world class destination for locals and visitors, and a treasured public resource.	AOC is committed to providing high quality food vendors that meet the demands of the MH clientele, other vendors types could be: wine bar, specialty chef cuisine, seasonal pop-up vendors, etc.

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
<p>a. Flowers, fancy baked goods, organic, ethnic, ice cream or gelato, teas and coffees, condiments, other</p>	<p>All of these types of items will be made available. We will be featuring items that are high quality, with a preference toward local, organic producers and unique market related items. We will seek out unique items that will be offered on a rotating basis, keeping the inventory fresh and exciting for locals and visitors to frequent Market House often. All of these types of items will be made available. We will be featuring items that are high quality, with a preference toward local, organic producers and unique market related items. We will seek out unique items that will be offered on a rotating basis, keeping the inventory fresh and exciting for locals and visitors to frequent Market House often.</p>	<p>Yes, AOC is committed to providing the above mentioned food vendors (item 7) in the 12 stalls designated in the plan; flexibility in stall management allows for multiple uses in stalls (ex: flowers could share stall space with breads)</p>

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
<p>b. Prepared foods for on-site consumption should be ancilliary rather than principal use</p>	<p>We will offer a diverse array of foods, most of which are intended to appeal to the local resident for off-site consumption. There will be a complete selection of uncooked poultry, meats, seafood, produce, and other grocery items. Meats, seafood, chicken and produce will be available for purchase by the pound. Traditional Bakery and Dairy products will be available for sale and home use . Flowers, herbs, plants, and decorative items will be available. We will also offer "grab & go" meals and foods that are considered more difficult to prepare at home. Fully cooked meals will be packaged and ready for take home or for delivery. Many of our guests will choose to consume some of these products on-site as well, in our welcoming table areas.</p>	<p>Demand will determine best vendor types to include in MH, focus on dining, eating and foods to go</p>
<p>c. Layout and design proposals, longer operating hours</p>	<p>Extensive designs were shown in our proposal and presentation decks. We plan to offer extended hours as described above.</p>	<p>Our current proposal indicates 12 stalls with ample seating/community event space; other than that, our concept has not changed at all; our plan is designed by an architect and has taken into consideration all back of house and service space, including grill hoods, bathrooms, and delivery.</p>
<p>d. Deliver service, gift food baskets, electronic ordering</p>	<p>We will look to offer a local delivery service to residents and boaters. We will offer food baskets, cheese trays, hostess gift selections and the like. We will seek to utilize an electronic ordering method for certain products.</p>	<p>These types of services will be offered by the individual tenants at their discretion. The AOC will provide theses services in their operation.</p>

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
City Council Criteria (O-16-17)		
General Business Concept	A fresh new approach to a cherished local landmark, showcasing the best foods from Annapolis, Maryland, and the world. We will embrace and celebrate the history of the Market House. Market House will become the City Center and a community gathering place. We will create a large hall with long communal tables that bring people together. Food will be fresh and local. Vibe will be open and fun.	We want to return the MH to it's full glory of the authentic historic structure, by creating an exciting multi-tenant Market House destination, a true "city center" at City Dock that attracts a wide clientele (residents from all wards + tourists)
Product & service offerings	See above	See above
Proposer's experience in running similar business	Our team has extensive experience running the operations of a total of 8 establishments, currently. Jody Danek-30+ years (Metropolitan, Lemongrass 1, 2, & 3, Tsunami, Sailor), Michele Bouchard-10+ Years (Tastings Gourmet Market, in process of completing Culinary School requirements), Joe Lyon-30+ years (51st State Restaurant)	Experienced and Knowledgeable - 40 yrs in food service and current operator of Market House. Knows ins and outs of running this type of business;

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
Evaluation of likelihood of success at the Market House	<p>We are absolutely certain that, with a lot of hard work, some passionate creativity, and strategic partnerships with various constituencies, our concept will be embraced by the community and by visitors to our city. We have the support of owners and associates from virtually every business surrounding the Market House area. We have over 450 "likes" on our Facebook page, the vast majority from Annapolis residents. We have over 150 Ward One residents who have signed a petition in support of our proposal. All of our current establishments are vibrant, successful, popular places. Market House will be a new approach for us, in that it won't be a restaurant or traditional shop, but it will be a market. We will tap into our expertise at running many successful businesses. We will embrace the concept of a real Market, with exciting, fun, delicious foods and other items, typically found in the best markets of the world. We feel that our approach to creating a vibrant Market, in a relatively small space, is the necessary solution to make this work. Market House needs to be a destination for locals. Market House needs to cater to locals' needs for accessible, healthy and fun foods for take</p>	<p>Multi-tenant food hall concept extremely popular in today's retail climate, smaller footprint vendors allows for more focus on quality food and service, success rate very high; choice of vendors will be curated by Advisory Board and previous success record;</p>

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
Compatibility with current infrastructure (HVAC, electrical, etc.)	We expect our layout to be compatible with the existing infrastructure and systems. We plan to utilize the existing hood configurations. We are confident that the capacity of the HVAC system is adequate for our needs.	Our plan is to reuse existing cooking facilities and augment those spaces with new aesthetic designs and then build new smaller flexible stalls for the new tenants. The existing HVAC and power systems are adequate for our proposed renovations.
Proposed alterations to structure to improve vitality	We would like to paint the exterior of the building, and will make significant improvements to the look of the interior. We plan to remove the floor tiles, and either replace them with new tiles or paint. We will purchase new, high quality interior and exterior furniture to add the fun, market feel. We will install new countertops and fascia.	AOC intends to repaint the exterior of the Market House in a new color scheme more appropriate to the historic structure. Additionally AOC believes Hopkins Plaza is underutilized and could be redesigned to provide a weekly farmer's market, outdoor evening dining, event and community space (please note: the Kunta Kinte memorial will not be disturbed and in fact will be celebrated in any new planning efforts done for this important public space.) Our initial concept of creating a Loggia to create a shelter for the space is one of many ideas which could be used to create a new improved sense of place for this area.
Ability to assume full responsibility for maintenance and operation	See financials	See financials
<i>Operational Aspects</i>		
Amount of space requested	All	All
Simple sketch of floor plan	✓	✓
Changes to the structure	N	N
Requirements for electricity and water	Standard	
Heat generation	Standard	
Expected hours of operation	Mon-Thu=6am-10pm, Fri-Sat=6am-12am, Sun=7am-9pm Operating times are subject to market and seasonal considerations.	Sunday-Thursday 6am - 8pm, with seasonal extensions; Friday-Saturday 6am-10pm, later for New Years & July 4

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
Conceptual marketing plan	Active programming inside and outside Market House. We plan to offer many events, festival, and workshops year-round. The Market House will be festively decorated at major holidays. We will utilize a robust social media campaign.	Active public space "programming initiative" and the formation of a Market Advisory Board will help in the creation of an appropriate marketing plan.
<i>Proposal's fit with 7.28.020 of City Code</i>		
Operation not subsidized by city funds except roof, structure, exterior, debt service	See financials	See financials
Managed & operated to attract & serve needs of diverse clientele	The Market House will appeal to a diverse clientele, with various different tastes in food, and will seek to embrace many ethnic and cultural specialties. We will offer foods at all ranges of price points, designed to appeal to consumers looking for a high value experience.	Yes

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
<p>The market house shall be operated as a retail facility with a focus as a public amenity which offers fresh products and services of high quality from local and regional sources, priced to appeal to a range of customers, and which preserves and promotes the authentic character of the building as a market, an historic structure and public gathering place.</p>	<p>This is very consistent with our Mission Statement and conceptual presentation. We will offer three areas: 1) Grocery (approximately 700 sq. ft), 2) Market and raw bar (Approximately 1,500 sq. ft) and 3) Community Seating. We will also actively manage a full scale farmers market on Market Days and other seasonal market events (Christmas Trees, Pumpkin Patch, etc.) Other details related to our emphasis on locally source goods, high quality, interesting, fun food, and a diverse grocery line, are mentioned in previous sections.</p>	<p>Subtenants not specified, See above for potential subtenants.</p>
<p>Retail sales may include produce, meats, dairy, baked goods and other perishable groceries, dry groceries, household items, flowers, food and beverages prepared for home or offsite consumption, and food and beverages that are immediately consumable.</p>	<p>Full details of our product line are mentioned in previous sections, but will include produce, dairy, ice box, pantry items, Grab & go lunches & dinners, coffee, pastries, breakfast items, raw bar & fresh seafood, gourmet sandwiches, soups, salads, beer, wine. We will NOT be offering spirits. We will not pursue a full liquor (spirit) license.</p>	<p>Subtenants not specified. Possible subtenants for bread, vegetables, butcher and cheese.</p>

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
Foods and products offered for sale in the Market House generally shall be of the highest quality and shall be displayed and offered for sale in a manner that will not interfere with the movement of shoppers nor create unnecessary visual clutter.	As demonstrated in the 8 establishments that we are associated with, we have a passion for quality and creativity. We are sticklers for cleanliness and will keep a neat market.	Promised
The Market House Tenant or approved sub-tenants may place tables and chairs inside the Market House for use by Market House customers.	✓	✓
Any portion of the Alfred A. Hopkins Plaza, and the sidewalks adjacent to the Market House, may be designated by the City Manager, or his or her designee, as an area that may be used by the Tenant or approved sub-tenants, on a non-exclusive basis, as a sidewalk café, subject to the conditions and requirements of Section 7.28.020.H.	With the approval of the City Manager, and after securing any required permits, we will place numerous bistro tables on the sidewalks and also on portions of Hopkins Plaza adjacent to the Market House. Our belief is the tables shall be used by all, even those who have purchased items elsewhere, or brought a bagged lunch. We will maintain the landscaping of the sidewalks and the plaza and maintain the general areas.	City Manager

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
<p>The Market House Tenant or approved sub-tenants may establish a sidewalk café with tables and chairs ("furniture") on the sidewalk adjacent to the dock side of the Market House and in designated areas of the Alfred A. Hopkins Plaza, subject to Section 7.28.020.I and subject to permitting and the conditions and requirements of Chapter 7.42 with the exception of the standard for the prohibition of exclusively carry-out transactions under Section 7.42.020.G. Customers of the Market House may purchase food and beverages inside the Market House and consume them at the sidewalk café.</p>	<p>With the approval of the City Manager, and after securing any required permits, we will place numerous bistro tables on the sidewalks and also on portions of Hopkins Plaza adjacent to the Market House. Our belief is the tables shall be used by all, even those who have purchased items elsewhere, or brought a bagged lunch. We will maintain the landscaping of the sidewalks and the plaza and maintain the general areas.</p>	
<p>The Tenant and approved sub-tenants in the Market House shall be required to obtain all licenses and permits to conduct activities pursuant to this Chapter, or pursuant to their lease with the City, including, but not limited to, a sidewalk café permit pursuant to Chapter 7.42, and a use and occupancy permit pursuant to Chapter 21.12.</p>	<p>Agreed. We will look to the City to expedite our required licenses and permits. We will file for a Beer and Wine (12am) license, which is specifically allowed in the Market House, pursuant to Section 7.12.100.B.1 of the City Code. We will file for all required permits and licenses.</p>	<p>Future requirement</p>
<p>Tenant conforms to MHT easements and applicable Historic District regulations</p>	<p>Agreed</p>	<p>TBD</p>
<p>City Staff Comments</p>		
<p>Minimum Qualifications</p>		
<p>A)10 Years Experience</p>	<p>Y</p>	<p>Y</p>

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
B) Financial Viability & Condition, Statements	Y	TBD
C) Insurance Requirements	Y	Y
D) Performance/Surety Bonds	Y	Y
Technical Proposal Description		
Experience/Financial/Bonds	Y	Y
Minimum Qualifications	Y	TBD
Managerial Skills/Product Mix	Y	Y
Interior design/Construction Schedule	Y	Y
Business Plans	Y	Y
Special issues/Concerns		Y
Other Information Proposer thinks relevant		
Stalls	Bidder operates all (Coffee, raw bar, salad & sandwich, produce)	Bidder operates 2-4 stalls (seafood & alcoholic beverages), sublets 8-10 others to boutique food providers
Employees	35-60 full & part-time, seasonal	15-20
7.12.100.B The Alcoholic Beverage Control Board may permit the consumption of: 1. Beer and wine in the City Market House. Any possession, consumption or sale of beer and/or wine in the Market House must comply with all applicable requirements of this Chapter.	Beer, wine only, 12 AM License to be sought	Alcohol beverage license not to be sought initially but right reserved to do so in the future.
Farmer's Market	Market Days as Special Events in Market Space weekly (Sundays, seasonal) Will source local produce and groceries when possible for daily sales. Will look to expand the Market Days as conditions warrant.	Seasonal, 2 days/week
Pop-up Vendor Area		✓

BIDDER	New Market - BAFO Comments	Annapolis Oyster - BAFO Comments
	Danek et al	
Lease per square foot (5,000sf, 10 years)-No consideration of public space, CPI	<p style="text-align: right;">Our estimate</p> <p>is:</p> <p style="text-align: right;">Rent in Years 1-5 = \$392,000 (\$480,000 - \$88,000 Abatement)</p> <p style="text-align: right;">Rent in Years 6-10 = \$556,450 (\$8,000 base rent adjusted for 5 years of 3% CPI example) Total Rent Years 1-10 = \$948,450</p> <p style="text-align: right;">\$948,450/ 10 = \$94,845 per Year Average , which is \$18.97 based on 5,000 sq ft.</p>	\$15.60
Ability to pay utilities, R & M	Maintenance: \$50K in 2018 to \$72K in 2020	Maint. Supplied by bidder's adjacent firms
Build Out Costs	300,000, City waive capital facility & permit fees	\$250,000-300,000
Ability to finance build out	Y	Y
Lease + Build Out per Square Foot (5,000sf, 10 years)-No consideration of public space, CPI	\$23.76	\$21.60
Operation not subsidized by city funds except roof, structure, exterior, debt service	Waive capital facility & permit fees	✓
Acquire City outdoor furniture	Not specified	Not specified
Business Standing	The City of Annapolis filed a suit against 51 West related to the tsunami mural. That has been closed and the mural has been retractively approved without modification.	✓