

To: Annapolis City Council  
From: New Market LLC  
Jody Danek  
Michele Bouchard  
Joe Lyon  
Date: September 7, 2017

Dear City Council Members,

New Market LLC is excited to be a part of the revitalization of the Market House and the general City Dock area. At significant expense and effort, we have in good faith, invested in our proposal in response to RFP 17-21.

We feel we have created a very attractive and viable business plan that addresses all of the components of the RFP, and is supported by hundreds of local residents and most of the businesses in the City Dock area. We have attached the spreadsheet that was published on the City Council website, and have successfully addressed all of the requests of the Council. In addition, the City Attorney has successfully addressed, via the Market House 2018 Lease Clarification 1, 08-08-2017, all of the issues raised at the 7/31/2017 meeting.

We are submitting a rendering of our proposed interior concept, which reflects the changes we made due to our decision to NOT make alterations to the exterior building (as per the 08-08-2017 Clarification memo). We will discuss possible alterations at a future date, but per the position of the City Attorney explained in the Clarification memo, exterior modifications will not be part our initial proposal.

In addition, we will currently NOT be requesting a full (spirits) liquor license. We will apply for a 12am beer and wine license.

We look forward to the City Council meeting on Monday, 9/11, and if selected, we are eager to work hard to make the Market House a proud cornerstone of a vibrant City Center!

The NEW MARKET Concept:

Three areas:

- .. A Market – with stalls of high quality food for take home or in house consumption
- .. A Grocery – with fresh produce, meats, flowers, dry goods, and gifts
- .. A Community Meeting Place – with indoor and outdoor seating in a fun, clean, vibrant setting.

A place to:

- .. stop in to pick up raw food to cook on the grill
- .. find some interesting new foods or gift items
- .. stop in to get a "grab & go" prepared meal.
- .. meet before going to dinner or a show.

- .. meet for coffee or lunch.
- .. meet as a community group, with plenty of open seating.

Some key elements:

A Market for Locals - tourists want to go where the locals go

A deep respect for the Market House history

Long, wooden, communal tables

Rustic, historic, fun, market vibe.

Edison lights and chalkboard menus on pulleys.

Locals and visitors will have a strong Maryland experience

Historic City Dock and Market House photos

Various Market Stalls will offer high quality fare.

We will showcase Maryland Beer & Wines.

Lots of umbrella tables for public use.

Outside food from other establishments will be welcomed.

The New Market Grocery will offer, 7 days a week:

Fresh (uncooked) chicken/beef/lamb/pork/fish/shellfish

Fruit/vegetables/nuts/etc.

Flowers and various other grocery items.

With proper approval, we would also like to offer an expanded Sunday (for example) Market Day in Market Square, which would add many more items for sale.

We look forward to the vote on Monday, September 11<sup>th</sup>, and to working with each of you on this important project in the future!