



Annapolis Market House

Shops at Main Street, Annapolis

RFP 17-21

Where the Heart of Annapolis resides celebrating all that is LOCAL

BUSINESS PLAN

June 2017

EXECUTIVE SUMMARY

This business plan aims to build the case for the current Annapolis Market House to embrace its heritage, community need as well as showcase and celebrate its original purpose as a open market focusing on local art, produce, seafood, craft beverages and tourism information. Surrounded by history, a public gathering dock, great restaurants and beautiful period architecture, there is only one purpose the Annapolis Market House could serve successfully. Many folks would love to enjoy a meal at a local restaurant and then meander through local seasonal produce and seafood; to take something home. As culinary tourism has increased over the years, and as the farmers market near the dock relocated, there has been a hard felt absence. Highlighting local art with a pop-up retail area would also be included, as well as a tourism and one-stop-shop for ticketing purposes. Annapolis boat cruise, food tour, haunted tour, history tour, art tour, craft beer, wine or bourbon tours, boutique shopping tours, real estate tours, commercial venture capital tours, entertainment and performance tickets would also be available through a KIOSK. Annapolis has always needed a year round market, a locally run, locally celebrated space that rather than detract from local businesses, helps to strengthen and highlight ALL local businesses, while also embracing future opportunities for commerce. With the utilization of local resources with local colleges, partnering with local government, and supporting local civic organization this market COULD AND SHOULD be the anchor and introduction to ALL THAT IS ANNAPOLIS.

❖ STATEMENT OF PURPOSE

❖ COMPANY DESCRIPTION

❖ FUNDING

❖ COMPETITION & DEMOGRAPHICS

❖ CONCLUSION

STATEMENT OF PURPOSE

Because this is a community involved endeavor, this market's name should be one with which the community itself has developed. The right name is critical to capturing its purpose and essence, and will be the controlling image and brand that will shape its existence. I am proposing a contest to name it, but for now it will be known as the Annapolis Market House. Its purpose is to bring jobs, economic benefits to the Annapolis area, and to highlight local seasonal produce, fresh dried meats, seafood, art, and tourism information. David and Carolyn Marquis have operated small businesses for 10 years, first with a Bed & Breakfast, then a fresh produce & cafe (Blue Crab Cafe) which expanded into a taproom then brewery; which was recently relocated here to Annapolis a year and a half ago. In their former professional lives David Marquis, after graduation as a Naval Officer, USNA 85 was a C-130 Pilot for 23 years being stationed at PAX River, Andrews Air force Base and overseas and, although originally from New Hampshire, has always called Maryland his home. Carolyn Marquis was a GS14 with Department of Justice, U.S. Secret Service and Department of Agriculture. She holds a Bachelor's of Science in Business Finance from Maryland University and was also Adjunct Professor at the College of Southern Maryland. She grew up in the Upper Marlboro area spending every summer in Edgewater. The couple relocated Chesapeake Brewing, following Super Storm Sandy, which devastated the Eastern Shore. However, having also lived on the Eastern Shore for 10 years, they know about seafood, know the watermen, the oyster houses, the regulations and codes that govern the harvesting and retail markets. They also understand the policies and regulations regarding the Health Department, State Alcohol Beverage laws and distribution, as well as the local farmers and markets having participated in so many festivals. Over the years the owners have acquired the knowledge necessary relevant to seafood pricing, seafood seasons, and seafood selection and preparation from our local Crisfield, Cambridge and Kent Island suppliers. The purpose for this venture is to apply the knowledge and experience we have acquired to the Annapolis Market, while also preserving and show-casing local history and art. There is intense competitive markets nearby – Town Center, Baltimore

Harbor, Chesapeake Beach, Chestertown and many others. As Annapolis has recently embraced national franchises, there needs to be a local embrace to preserve the historic, boutique, waterfront and seafood industry that gives Annapolis a niche market to be celebrated. This project will add jobs and economic benefits, direct visitors to nearby local dining, local art, and local entertainment that meets their needs.

The central market will also promote the vast outdoor recreational and heritage opportunities that are both locally available in Anne Arundle County, as well as work with the City and County Recreational Departments to highlight a 'Healthy Annapolis' initiative. Encouraging our patrons to get out and walk, run or bike (bike path maps for B&A trail) and when you eat, eat healthy – which will be reflected in our take home ingredients and offerings. This area will be a SMOKE FREE ZONE with information on free information on local health classes in and around Annapolis like Zumba, fitness centers, paddle and kayaking adventures, and nearby parks. We would also offer nearby 'partnering' opportunities for day trips that would be a reciprocal partnership or memorandums of understanding between Baltimore, D.C., and Eastern Shore opportunities.

The strength of this Market will be its ability to financially stand alone while also enhancing and adding to the local business landscape. As Annapolis grows and develops, building a branded niche that focuses on the strengths mentioned, will be the best solution for the location and having local management will be the best solution for long term success.



Besides local produce to take home, other Classic Maryland desserts, typically served with hickory coffee, will also be featured to take home. Our State Cake - Smith Island Cake, full size Cakes and Smith Island mini's, Tidewater Mousse, Grilled Fig and and Harvest Pumpkin Cream Sauce over Pecan Pie are usually recognized as vintage Maryland desserts.



COMPETITION AND DEMOGRAPHICS

With the relocation of the Farmers Market, and considering the high 'walk-ability' of Annapolis, there are few options, if any, to get fresh produce. The current real estate market of Annapolis has remained strong, with new housing communities going up constantly. More and more professionals that decide to live and raise their families in Annapolis, do so due to the high quality of life, which also corresponds with a high value on local goods. In recent conversations with local real estate agents, many of the homes on the market in Annapolis are getting more than 1 backup contract. The economic downturn that hit the rest of Maryland never really occurred in Annapolis. There is a housing shortage in Annapolis, with neighboring towns such as Ellicott City, Jessup, Elkridge and Odenton also experiencing housing growth and development. Many of these town's boundaries are now blurred with growth, and the boundaries of these towns are no longer distinguishable as a result. Add to this, the military base realignment which doubled the size of Ft. Meade, which now has a high concentration of Navy joint activities, Annapolis will remain a best-in-class destination for dining and entertainment.

ANNAPOLIS DEMOGRAPHICS

Population=20 estimates, July 1, 2016, (V2016)	39,418
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Population

Population=20 estimates, July 1, 2016, (V2016)	39,418
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Population=20 estimates base, April 1, 2010, (V2016)	38,293
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Population,=20 percent change - April 1, 2010 (estimates base) to July 1, 2016, =20 (V2016)	2.9%
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Population,=20 Census, April 1, 2010	38,394
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Age and Sex

Persons=20 under 5 years, percent, July 1, 2016, (V2016)	X
Persons=20 under 5 years, percent, April 1, 2010	7.5%
Persons=20 under 18 years, percent, July 1, 2016, (V2016)	X
Persons=20 under 18 years, percent, April 1, 2010	20.8%
Persons=20 65 years and over, percent, July 1, 2016, (V2016)	X
Persons=20 65 years and over, percent, April 1, 2010	13.0%
Female=20 persons, percent, July 1, 2016, (V2016)	X
Female=20 persons, percent, April 1, 2010	52.2%

Race and Hispanic Origin

White=20 alone, percent, July 1, 2016, (V2016)(a)=20	X
White = alone,=20 percent, April 1, 2010(a)=20	60.1%
Black=20 or African American alone, percent, July 1, 2016, (V2016)(a)=20	X
Black=20 or African American alone, percent, April 1, 2010(a)=20	26.0%
American=20 Indian and Alaska Native alone, percent, July 1, 2016, (V2016)(a)=20	X
American=20 Indian and Alaska Native alone, percent, April 1, 2010(a)=20	0.3%
Asian=20 alone, percent, July 1, 2016, (V2016)(a)=20	X
Asian = alone,=20 percent, April 1, 2010(a)=20	2.1%
Native=20 Hawaiian and Other Pacific Islander alone, percent, July 1, 2016, = (V2016)(a)=20	X
Native=20 Hawaiian and Other Pacific Islander alone, percent, April 1, = 2010(a)=20	Z=20
Two=20 or More Races, percent, July 1, 2016, (V2016)	X
Two or=20 More Races, percent, April 1, 2010	2.6%

Hispanic=20 or Latino, percent, July 1, 2016, (V2016)(b)=20	X
Hispanic=20 or Latino, percent, April 1, 2010(b)=20	16.8%
White=20 alone, not Hispanic or Latino, percent, July 1, 2016, = (V2016)	X
White=20 alone, not Hispanic or Latino, percent, April 1, 2010	53.5%

Population Characteristics

Veterans, = 2011-2015	3,131
Foreign=20 born persons, percent, 2011-2015	14.8%

Housing

Housing=20 units, July 1, 2016, (V2016)	X
Housing = units, April=20 1, 2010	17,845
Owner-occupied=20 housing unit rate, 2011-2015	52.0%
Median=20 value of owner-occupied housing units, 2011-2015	\$383,100
Median=20 selected monthly owner costs -with a mortgage, 2011-2015 =	\$2,057
Median=20 selected monthly owner costs -without a mortgage, 2011-2015 =	\$670
Median = gross rent,=20 2011-2015	\$1,415
Building permits,=20 2016	X

Families & Living Arrangements

Households, = 2011-2015=20	15,779
Persons = per=20 household, 2011-2015	2.42
Living=20 in same house 1 year ago, percent of persons age 1 year+, = 2011-2015=20	84.3%
Language=20 other than English spoken at home, percent of persons age 5 = years+,=20 2011-2015	19.1%

Education

High=20 school graduate or higher, percent of persons age 25 years+,=20 2011-2015	87.9%
Bachelor's=20 degree or higher, percent of persons age 25 years+, = 2011-2015	44.9%

Health

With a disability, under age 65 years, percent, 2011-2015	7.1%
Persons without health insurance, under age 65 years, percent =	13.9%

Economy

In civilian labor force, total, percent of population age 16 years+, 2011-2015	68.9%
In civilian labor force, female, percent of population age 16 years+, = 2011-2015	64.3%
Total accommodation and food services sales, 2012 (\$1,000)(c)	299,527
Total health care and social assistance receipts/revenue, 2012 = (\$1,000)(c)	228,280
Total manufacturers shipments, 2012 (\$1,000)(c)	65,525
Total merchant wholesaler sales, 2012 (\$1,000)(c)	423,435
Total = retail sales, 2012 (\$1,000)(c)	1,508,120
Total = retail sales per capita, 2012(c)	\$39,050

Transportation

Mean travel time to work (minutes), workers age 16 years+, = 2011-2015	26.2
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Income & Poverty

Median household income (in 2015 dollars), 2011-2015	\$72,214
Per capita income in past 12 months (in 2015 dollars), = 2011-2015	\$43,125
Persons in poverty, percent	10.1%

Businesses

Businesses

Total = employer establishments, 2015	X
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Total employment,=20 2015	X
Total = annual=20 payroll, 2015 (\$1,000)	X
Total=20 employment, percent change, 2014-2015	X
Total=20 nonemployer establishments, 2015	X
All firms, 2012 =	5,426
Men-owned firms, = 2012=20	2,537
Women-owned = firms,=20 2012	2,021
Minority-owned = firms,=20 2012	1,171
Nonminority-owned=20 firms, 2012	3,897
Veteran-owned = firms,=20 2012	495
Nonveteran-owned=20 firms, 2012	4,437

Quickfacts, Census Bureau, www.censusbureau.gov

PROPOSAL

There are anchor restaurants and shops nearby such as Federal House, Iron Rooster, Dock Street, McCarveys, Middleton's. We already work together with Galway Bay, Reynolds Tavern, Stan & Joe's, Fado's, Metropolitan, and Annabeth's. We already know most of these owners, are regular customers at these businesses, and will continue to help promote them and all the others for sit down dining options. Because the space was occupied by another restaurant before, the layout and dining areas are already in place. However, it will still need moderate modifications to fit this Business Plan and we are willing and able to do this.

We estimate that it will take no more than 40 days from time of possession to open the Annapolis Market. The longest process will be the necessary permits and licenses.



CONCLUSION

Local vegetables for dinner, local wines and beer for gifts, upcoming tickets and information for events; ALL UNDER ONE ROOF! what a great concept? Taking advantage of a niche market – what an awesome opportunity! Providing quality seafood and craft beer to go for visitors, providing on a wholesale basis in case they experience a weekend shortage, seafood to nearby restaurants; a great bonus opportunity. Successful restaurants do not just happen, albeit a small level of luck can be a valuable aspect. Managing staff, social media, marketing, inventory controls, operating procedures, licensing and permit codes, accounts receivable and payables, partnering with your neighbors, working together with civic organizations; these are the true investment areas where profits are made. Having the analytical skills to restructure, expand, pull-back, redeploy, reinvent as a response to changing markets, requires advance analytical abilities. Carolyn and David Marquis have the background, the experience, and the connections to make the Annapolis Market House a celebrated success. Annapolis is their home, they have an invested interest to help the city accomplish those goals that are community driven.

Sincerely Submitted: Carolyn & David Marquis, 114 West Street, Annapolis MD 21401