

New Market LLC (Jody Danek / Michele Bouchard / Joe Lyon)

City Council Request for Proposal Guidelines (per published City Council worksheet):	New Market LLC Proposal Details:
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>➔ 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 Gift Baskets, hostess gifts, various speciality items typical to a Market</p>
Two principal categories of foods to be offered shall:	
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 and boaters. Virtually everything offered, with the exception of draft beverages, is designed for take home use, consistent with products sold during the long history of the Market House, and successful markets of the world.
2. Provide convenient lunch items for consumption by downtown workers and visitors	➔ New Market will also 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.
Goal to re-establish MH as:	
a vibrant public resource	➔ 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.
key anchor of downtown commercial area	➔ We believe our plan will spark a significant revitalization of the City Dock area as a destination for locals. We believe the tourists 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.
gathering space for residents, tourists, workers from all walks of life	➔ Agreed - we are very focused on this aspect. 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 tourists.
Minimum Services/Business Plan	
1. Experienced Management all hours of operation	➔ Two of the three partners (Michele & Joe) will be full-time, on-site owner/operators. Jody will dedicate a significant amount of time to the management of the Market House.
2. Concept, layout, leasing/operating plan - high quality food products as principal use	➔ 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.
3. Hours (Previously 6 days/week, 8am-7pm)	➔ Planned hours: Mon-Thu=6am-10pm, Fri-Sat=6am-12am, Sun=7am-9pm
4. Adequate facility maintenance	➔ Our team has extensive experience running the operations of a total of 8 establishments, currently.
5. Written semi-annual reporting	➔ Agreed
6. Goods & Services beyond minimum	➔ 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.

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a. Flowers, fancy baked goods, organic, ethnic, ice cream or gelato, teas and coffees, condiments, other	➔	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.
b. Prepared foods for on-site consumption should be ancillary rather than principal use	➔	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. We will also offer "grab & go" meals and foods that are considered more difficult to prepare at home. Many of our guests will choose to consume some of these products on-site as well, in our welcoming table areas.
c. Layout and design proposals, longer operating hours	➔	Extensive designs were shown in our proposal and presentation decks. We plan to offer extended hours as described above.
d. Deliver service, gift food baskets, electronic ordering	➔	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.
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.
Product & service offerings	➔	As per above. A comprehensive sample menu of foods is in our proposal and presentation decks.
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, Michele Bouchard-10+ Years, Joe Lyon-30+ years
Evaluation of likelihood of success at the Market House	➔	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 home use. Market House needs to become a City Center meeting place. Our approach is going to work on all of these aspects. We are excited to play an important part in the revitalization of City Dock as a city center.
Compatibility with current infrastructure (HVAC, electrical, etc.)	➔	We expect our layout to be compatible with the existing infrastructure and systems.

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Proposed alterations to structure to improve vitality	<p>➔ As per the City Attorney's Clarification Memo, dated August 5, 2017, we will not seek to make exterior modifications a condition of our lease agreement. As described in our proposal and presentation decks, we feel it will be in the best interest of the City to consider the prospect in the future for three building modifications that will help insure the maximum success of the Market House. We will work with the City, the neighborhood organizations, Historic Groups, and other constituencies to determine the feasibility of adding a 14 foot section of exterior bi-fold doors to provide greater access and flow to our Grocery section, and approval to create an operating window to allow access to a coffee bar from Hopkins Plaza. If approved, these modifications will improve flow, access, and connect the building better to the other parts of City Dock. They are within the spirit of the history of openness of the Market House.</p>
Ability to assume full responsibility for maintenance and operation	<p>➔ Yes. We will be responsible for all aspect of the operation as outlined in the lease.</p>
Operational Aspects	
Amount of space requested	<p>➔ Entire facility</p>
Simple sketch of floor plan	<p>➔ Included in proposal and presentation decks.</p>
Changes to the structure	<p>➔ As described above and in proposal and presentation decks.</p>
Requirements for electricity and water	<p>➔ Consistent with current use</p>
Heat generation	<p>➔ Consistent with current use</p>
Expected hours of operation	<p>➔ Planned hours: Mon-Thu=6am-10pm, Fri-Sat=6am-12am, Sun=7am-9pm</p>
Conceptual marketing plan	<p>➔ Included in proposal and presentation decks.</p>
Proposal's fit with 7.28.020 of City Code	
Operation not subsidized by city funds except roof, structure, exterior, debt service	<p>➔ Agreed</p>
Managed & operated to attract & serve needs of diverse clientele	<p>➔ The Market House will appeal to a diverse clientele, with various different tastes in food, and will seek to embrace many ethnic and cultural specialities. We will offer foods at all rages of price points, designed to appeal to consumers looking for a high value experience.</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>➔ This is very consistent with our Mission Statement and conceptual presentation.</p>

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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.	➔ All of these items will be for sale at Market House
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.	➔ This is very consistent with our Mission Statement and conceptual presentation.
The Market House Tenant or approved subtenants may place tables and chairs inside the Market House for use by Market House customers	➔ Our concept includes space for communal dining tables to foster a strong sense of community and public space.
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 nonexclusive basis, as a sidewalk café, subject to the conditions and requirements of Section 7.28.020.H.	➔ We will place numerous bistro tables on the sidewalks and also on Hopkins Plaza (pending proper approval). Our belief is the tables shall be used by all, even those who have purchased items elsewhere, or brought a bagged lunch.
The Market House Tenant or approved subtenants 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 carryout 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.	➔ We will place numerous bistro tables on the sidewalks and also on Hopkins Plaza (pending proper approval). Our belief is the tables shall be used by all, even those who have purchased items elsewhere, or brought a bagged lunch.

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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.	➔	Agreed. We will look to the City to expedite our required licenses and permits. We will initially 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 reserve the right to expand our license in the future to include spirits, but will not be seeking that license at this time.
City Staff Comments		
Minimum Qualifications		
A) 10 Years Experience	➔	Yes
B) Financial Viability & Condition, Statements	➔	Yes *
C) Insurance Requirements	➔	Yes
D) Performance/Surety Bonds	➔	Yes
Technical Proposal Description		
Experience/Financial/Bonds	➔	Yes
Minimum Qualifications	➔	Yes
Managerial Skills/Product Mix	➔	Yes
Interior design/Construction Schedule	➔	Yes
Business Plans	➔	Yes
Special issues/Concerns	➔	Yes
*Financial viability subject to further review and negotiation	➔	
Other Information Proposer thinks relevant		
Stalls	➔	Our conceptual design incorporates the visual of a total of 8 distinct Market Stalls. Five stalls will be along the footprint of the existing cook line, plus we will add a coffee bar to the rear Hopkins corner, and add two "raw" grocery stalls in the rear Iron Rooster corner. The atmosphere of the Market House will be consistent with a true respect for its history and the need to maintain commercial viability for long term success of the business and the Market House as an anchor of City Dock.
Employees	➔	Our business plan projects a total of 35 to 65 associates including seasonal, part-time, and full time associates.
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.	➔	We will seek the approval of our beer and wine license application and will work closely with the various stakeholders (Ward 1, surrounding businesses, etc.) to make sure our business plan is consistent with the public good. We will not pursue a 2 am license. Virtually all major market houses have beer, wine and liquor sales, to enhance the overall Market experience. We will initially file for a beer and wine license (the sale of beer and wine in the Market House is specifically allowed per City Code section 7.12.100.B.1 of the City Code.)

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Farmer's Market	➡	We propose a Farmer's Market to be held on designated days (specific Sundays, for example). We would like to seek approval to close a section of Market Space, directly behind the Market House, to accommodate vendors, restaurants and table seating, similar to the successful "Dining Under the Stars" concept that Jody Danek has helped pioneer on West Street.
Pop-up Vendor Area	➡	We will entertain the idea of inviting pop-up vendors in specific areas and also during Market Day.
Time to build out	➡	With City permit cooperation, we expect to open in approximately 3 months. We will start the planning, design and permitting process, immediately, on September 12th.
Tenant conforms to MHT easements and applicable Historic District regulations	➡	Agreed
Master Lease Term and Minimum Rent	➡	Per financial proposal submitted
Lease Term 5 - 10 years	➡	Per financial proposal submitted
Overall Rent	➡	Per financial proposal submitted
Other		N/A
Minimum Rent SDAT Rate (\$10,988)	➡	Per financial proposal submitted
Lease per square foot (5,000sf, 10 years)	➡	Per financial proposal submitted
Ability to pay utilities, R & M	➡	Per financial proposal submitted
Build Out Costs	➡	Per financial proposal submitted
Ability to finance build out	➡	Per financial proposal submitted
Lease + Build Out per Square Foot (5,000sf, 10 years)	➡	Per financial proposal submitted
Operation not subsidized by city funds except roof, structure, exterior, debt service	➡	Agreed
Acquire City outdoor furniture	➡	Agreed
Business Standing	➡	Solid. Our 3 partners (Jody, Michele, and Joe) are involved with 8 current businesses, all of which are vibrant and successful (Joe is about to close on the sale of his restaurant and building). Jody has been an integral partner in the revitalization of the West Street Arts District.

Note: The responses given in the New Market LLC proposal are conceptual representations of our expected business model, and are subject to change based on a number of factors including building and equipment limitations, changes in the business climate, sales projections, consumer demand, etc. We reserve the right to operational flexibility in order to insure the viability of the business and the long term vitality of the Market House.