MADISON Public Market

Madison

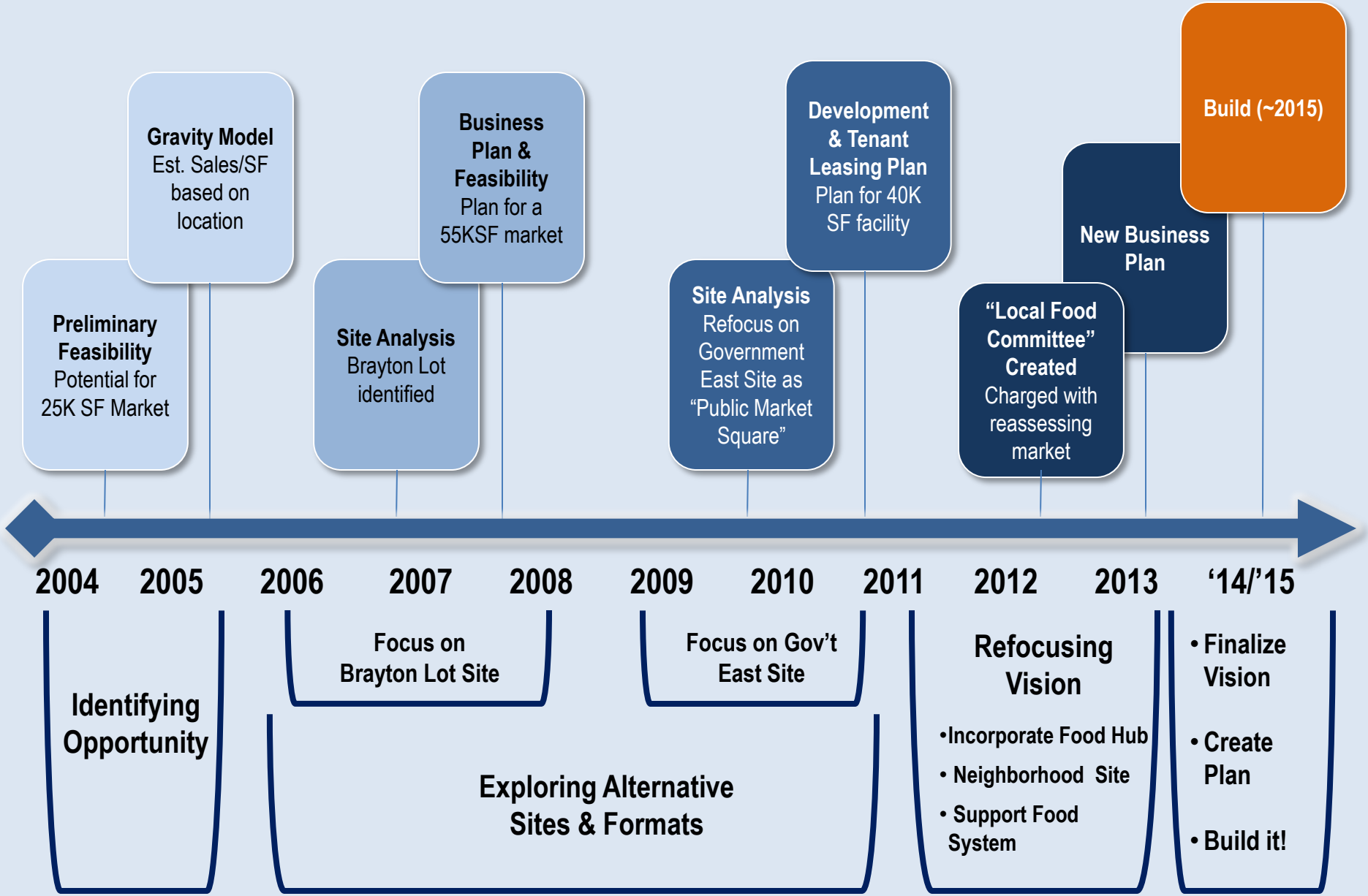
Business Plan RFP Pre-Bid

July 16, 2013

Today's Discussion

1. Brief Project Background
2. Scope of Work
3. RFP Timeline
4. Submittal Requirements
5. Selection Process

Madison Public Market – Project Background



Scope of Work (RFP Page 15)

1. **Asset inventory / analysis –** *What are our existing food assets? How do they relate to the market?*
2. **Vender outreach & cultivation -** *Who will sell here and what?*

3. **Community outreach & market assessment –** *Who will buy here? What does the community want*
4. **Conceptual building program/design –** *Size? Layout? Green elements? Uses?*
5. **Operating Structure –** *Staffing? Programming? Ownership? Management?*

6. **Financial Plan and Funding –** *Sources and uses of funds? potential grants? sponsorships? financial performance?*
7. **Site Selection Assistance –** *What makes for a good site? What site is best?*

8. **Economic Development Considerations –** *Impact on businesses? our food system? our economy?*
9. **Consultant Team Management –** *Cost-effectively team management?*

Timeline
(Page 5 of RFP)

July 19, 2013 - Written questions are due

July 26, 2013 - Supplements, revisions, and question responses posted

August 5, 4:00 PM DT - DEADLINE FOR SUBMISSION

Week of September 9 - Vendor interviews/presentations by invited consultants

September-October Contract negotiations, Award and contract signing , start project

October –Spring '14 – Complete project

Submittal Requirements (Page 22 of RFP)

Technical Proposal (page 23 of RFP) - 15 Copies

- Table of Contents
- Required Forms
- Qualifications
- Approach

Submit Technical Proposal and Cost Proposal in Separate Packages

Cost Proposal (Page 26 of RFP) – 2 Copies

- Fees and expenses
- Itemize by Work Product
- Hourly rates and hours by person

Selection Process
(Page 11 of RFP)

Submittal:

Qualifications Review

- **Committee Member Review**
- **Review Meeting**

Does the firm have the experience and qualifications necessary to complete the scope of work?

Approach Review

- **Committee Member Review**
- **Review Meeting:**

Will the firm's approach to the project successfully create a business plan that charts a path to a viable public market?

Interviews:

Further review of approach including creative and innovative ideas

Cost Proposal Review:

Is it the best value for the city given the scope, approach, expertise, etc?

Selection and Contract

Approximate Timeline

8/5	August	September	October

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Questions?