MADISON
Public Market

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**

- **2004:** Preliminary Feasibility Potential for 25K SF Market
- **2005:** Gravity Model Est. Sales/SF based on location
- **2006:** Site Analysis Brayton Lot identified
- **2007:** Business Plan & Feasibility Plan for a 55KSF market
- **2008:** Site Analysis Refocus on Government East Site as “Public Market Square”
- **2009:** Development & Tenant Leasing Plan Plan for 40K SF facility
- **2010:** “Local Food Committee” Created Charged with reassessing market
- **2011:** Refocusing Vision
  - Incorporate Food Hub
  - Neighborhood Site
  - Support Food System
- **2012:** Finalize Vision
- **2013:** Create Plan
- **2014/15:** Build (~2015)
- **Build (~2015)**

- **Identifying Opportunity**
- **Exploring Alternative Sites & Formats**
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?


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?
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

Cost Proposal (Page 26 of RFP) – 2 Copies
• Fees and expenses
• Itemize by Work Product
• Hourly rates and hours by person

Submit Technical Proposal and Cost Proposal in Separate Packages
Selection Process
(Page 11 of RFP)

Submittal:
- Committee Member Review
- Review Meeting

Qualifications Review:
- Committee Member Review
- Review Meeting

Approach Review:
- Committee Member Review
- Review Meeting

Interviews:
- Cost Proposal Review:

Further review of approach including creative and innovative ideas

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

Approximate Timeline

8/5

August

September

October

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

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