

**Application and Selection
Process**

March 10th, 2020

**City of Rochester
LA Marketa at the International
Plaza, Retail Business Kiosks**

City of Rochester
Department of Recreation and Youth Services

City of Rochester
Application and Selection Process

La Marketa at the International Plaza
Application for Retail Business Kiosks

Issued Tuesday, March 10th, 2020

For: Retail Business Kiosks, La Marketa

By: City of Rochester
Department of Recreation and Youth Services
Public Market Operations
57 St. Paul St.
Rochester, NY 14604

Submission

Due Date: Friday, March 27, 2020 @ 12:00 p.m. (noon)
No exceptions

Information Session: Monday, March 16, 2020 @ 4:00 p.m.
57 St Paul Street, Rochester, NY 14604

Mail to: farj@cityofrochester.gov

OR

Attention: Jim Farr
City of Rochester
Department of Recreation and Youth Services
57 St Paul Street, Rochester, NY 14604

City of Rochester
Application and Selection Process
La Marketa Retail Business Kiosks

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APPLICATION and SELECTION PROCESS

La Marketa, Retail Business Kiosk

I. Purpose

The City is seeking tenants/licensees to occupy five (5) kiosks, (repurposed shipping containers) at an exciting new City venue currently under construction. La Marketa at the International Plaza is a City neighborhood initiative to develop and construct a new Latin-themed event space and marketplace on North Clinton Avenue. The project will include a variety of vendors and vending options ranging from pop-up tents and carts to more permanent retail locations housed in converted shipping containers, a performance pavilion, dedicated restrooms and a service/storage building. The over \$2 million project is anticipated to be ready to open in the fall of 2020.

La Marketa at the International Plaza (market) will provide a community gathering space to celebrate and build on the tremendous arts and cultural assets of the surrounding neighborhood and a spot where local entrepreneurs and/or existing businesses can locate and sell their products and services in a low risk, low cost, flexible environment that is envisioned to become an incubator for neighborhood economic development. The market will be open Thursday evenings mid-April to Mid-October and Sunday afternoons mid-April to the week before the Holidays as well as several special market days.

The northeast quadrant neighborhood boasts a number of institutions and flourishing businesses such as: St. Michael's Church, Rochester Public Market, Genesee Brewery, Hickey Freeman, El Pilon, Borinquen Bakery, Coca Cola, and more!

This application is to select tenants/licensees for the five (5) kiosks. There will be three categories of kiosks each with different amenities and leasing/licensing procedures. Detailed descriptions follow:

1. Three of the kiosks will be 8 feet by 20 feet in size comprising approximately 160 sq. ft. of usable space (single wide). These kiosks will include an entry door and a front façade that opens into display space and an internal wall system that includes built-in product display system. They will be provided with interior and exterior lighting and a 100 amp electrical service with at least 8- 20 amp double outlets. These kiosks will be available to license on a

seasonal basis (April 15- December 31.) The \$1300- \$1500 license fee includes the right to vend at weekly Thursday evening, Sunday and special events sponsored by the market. Operation at other times may be available with market approval. The kiosks will be individually sub-metered and licensees will be responsible for their electrical usage.

Staff from the City's Department of Neighborhood and Business Development and the Mayor's Office of Wealth Development will be available by appointment to assist with the application process and to provide information on loan, grants and other assistance which may be available.



This is a sample of a single wide retail kiosk, but is not representative of the exact kiosks that will be available.

2. Two of the kiosks will be 16 feet by 20 feet with approximately 320 sq. ft. of usable space (double wide). These kiosks will include an entry door, two serving windows, one accessible from Clinton Avenue and one oriented towards the plaza space. Both of these kiosks will be insulated and have finished, washable interior surfaces, water and sewer service and the ability to access 100 amp two phase circuits .A heating system is also included.

Both of the kiosks will include a three bay sink and a hand wash sink. These two kiosks will be designed for year-round operation.

One of the kiosks will be outfitted for a full food service kitchen, this unit will have the ability to have natural gas service (metered separately and charges the responsibility of the tenant) and will include an eight (8) foot fire suppressant hood system, as well as a separate food prep sink.

These kiosks will be leased to the tenants on a 10 year lease with the option to own at the end of this period. This lease will be assignable with the City's consent. The kiosk without the kitchen has an estimated cost of \$70,000 and the unit with the full kitchen, \$140,000. For qualified tenants there may be grant money available to offset a portion of the estimated cost. The kiosk with the kitchen also may have the ability for the tenant to customize the layout and fixtures through an allowance in the lease/purchase agreement.

The kiosk lease includes the right to vend at weekly Thursday evening, Sunday and special events sponsored by the market. The kiosk may also be open year-round from 7 am till 11 pm daily with the City's prior approval.

Applicants for these two units will be required to participate in a secondary screening that includes an evaluation of their business plan and financial records. City Neighborhood and Business Development and Mayor's Office of Wealth Development staff will be available to assist with the application process and to provide information on loans, grants and other assistance which may be available.



This is a sample of a double wide retail kiosk, but is not representative of the exact kiosks that will be available.

II. Site Location



La Marketa at the International Plaza is located in the Northeast quadrant of the City of Rochester at 828 North Clinton Avenue. The location is on a busy commercial corridor that includes many other businesses and is across the street from the iconic St Michael's Church. North Clinton Avenue is a major commuter artery with over 14,000 vehicles passing the site daily. The area has a strong market draw, with anchor businesses like Tops grocery store and chain businesses such as Auto Zone, bringing thousands of customers to the neighborhood.

The area around the market is part of the Ibero American Action League's Project Hope Neighborhood Improvement and Change Initiative. Directly adjacent to the market, 104 new housing units will be under construction in the summer of 2020. Additionally, this initiative includes a number of strategies developed with the residents to improve the quality of life and viability of the surrounding area. These include renovating Don Samuel Torres Park, creating a PACTAC office, beautification and addressing neighborhood safety concerns. Residents of the neighborhood have organized block clubs and are in the process of creating an El Camino Neighborhood Association.

There are **17,558 male** residents living in Rochester Northeast and **20,457 female** residents. The total number of households is **13,945** with 2 people per household on average. The median age of the current population is 30 with 7,761 people

being married and 22,522 being single. **La Marketa is also envisioned to attract a regional audience seeking a unique shopping and entertainment venue.**

III. Additional Informational Resources

1. El Camino Neighborhood Vision Plan
2. Business Corridor Study Myelcamino.org

IV. Pre-Submission Information Meeting

An informational meeting will be held for potential APPLICATION respondents. Attendance is optional. Minutes from the meeting will be available upon request.

**Meeting will be held:
4:00 p.m., Monday, March 16, 2020
57 St Paul Street
Rochester, NY 14604**

V. Application Requirements

For all applicants

Basic application included and:

Detailed description of business and products proposed.

Description of previous experience operating a similar business.

Listing of pertinent other experience.

Description of how business supports the markets theme and intent.

Name and contact information for two non-family references.

For 16' by 20' kiosks only

Current personal financial statement and consent to obtain a personal credit report.

Detail of all existing business debt including name of lender, original amount and date of the loan, loan term, monthly P&I payment amount, maturity date, and interest rate.

VI. Application Submission

All submissions must be received by **12:00 PM March 27, 2020**. Submissions received after the deadline will not be evaluated.

Submissions and associated materials are preferred via email in PDF file format:

farj@cityofrochester.gov

Submissions will also be accepted via mail or can be dropped off at:

Attention: Jim Farr
City of Rochester, Department of Recreation and Youth Services
57 St Paul St., Rochester, NY 14604

VII. Evaluation Process

An application review committee will be formed to evaluate the submissions and may include City staff from various departments, and market area stakeholders who do not infringe upon grounds for conflict of interest. Applications will be evaluated on the following criteria, which are ranked in order of importance:

1. Cultural relevance of the application's proposed business to the market theme and purpose and alignment with vendor selection criteria below:

A. CITY BASED FOODS- Vendors who sell foods produced, processed or packaged **WITHIN** the limits of the City of Rochester, can include fresh produce, baked goods, meats, salsas, So Frito, jams/ jellies, etc...

B. NY STATE FARMERS-Vendors who grow Agricultural Products in New York State. Agricultural products include: vegetables, fruit, meats, fish, dairy and related products, including honey and syrup, livestock, live plants, herbs, spices and live flowers.

- C. CITY BASED PREPARED FOODS** - Vendors of Prepared Foods. Prepared foods are items intended to be consumed on-site. (Includes food trucks, carts etc.)
- D. PREPARED FOODS** - Vendors of Prepared Foods **not** City based. Prepared foods are items intended to be consumed on-site. (Includes food trucks, carts etc.)
- E. OTHER FOODS** - Vendors of Other Foods such as Agricultural Products (as defined above) not grown in New York State and other edible items including: baked goods, jams, jellies, etc. not processed, produced or packaged in the City of Rochester.
- F. CITY BASED ARTS & CRAFTS** - Vendors of Handmade Arts and Crafts who reside **WITHIN** the City of Rochester. All products being sold must be handmade by the vendor or their family.
- G. OTHER ARTS & CRAFTS** - Vendors of Handmade Arts and Crafts who **DO NOT** reside in the City of Rochester. All products being sold must be handmade by the vendor or their family.
- H. GENERAL MERCHANDISE** - Vendors of new General Merchandise. General Merchandise products include but not limited to: clothes, purses, toys and all other non-edible items.

2. Neighborhood Connections and Knowledge

Knowledge of the North Clinton Avenue neighborhood and experience working with diverse populations.

3. Business Experience

Experience and success with similar businesses

4. Project financing

- A. Certainty of project funding/financing
- B. Level of applicant's cash equity in the project
- C. Economic feasibility of the business

VIII. Issuing Office, Application Contacts

Department of Recreation and Youth Services, City of Rochester, 57 St Paul St.,
Rochester, NY, 14604

APPLICATION Contact:

Jim Farr, Public Market Director
Public Market Operations
Office of Commissioner

Department of Recreation and Youth Services
57 St Paul Street
Rochester, NY 14604
Phone: 585-428-6755
Email: farrj@cityofrochester.gov

IX. Rights Reserved

Should it become necessary to revise any part of this application, provide additional information necessary to adequately interpret provisions and requirements of this APPLICATION, or respond to written inquiries concerning the APPLICATION, the City reserves the right to issue an Addendum to the APPLICATION to all respondents who received the initial APPLICATION.

The City reserves the right to extend the submission deadline by a reasonable time. The City reserves the right in its sole discretion to recommend the award of a contract related to this APPLICATION based upon the written responses received by the City without prior discussion or negotiation with respect to those responses. Any lease or associated assistance awarded in connection with this APPLICATION will be subject to approvals as required by City law.

The City reserves the right to accept or reject any and all responses, at its sole discretion, received as a result of this APPLICATION, to waive minor irregularities, and to conduct discussions with all responsible respondents, in any manner necessary, to serve the best interest of the City of Rochester. Additionally, the City cannot be held responsible for any costs incurred in the preparation of a response to this APPLICATION

The City reserves the right to request additional information from any or all prospective respondents, if necessary, to clarify that which is contained in the responses. No decision can be inferred from requests for information and/or interviews during the review process.

Further, the City reserves the right to invite any or all respondents to an interview to explore further the possibility of an engagement. Participation in an interview upon such an invitation would be voluntary. Any expenses resulting from such an interview is the sole responsibility of the Consultant.

Upon City Council approval and mutual agreement, the selected Consultant will enter into written agreements with the City. The City does not discriminate in any aspect of contracting on the basis of age, creed, color, disability, gender, marital status, national origin, race, or sexual orientation.

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APPLICATION FOR LA Marketa - PLEASE PRINT CLEARLY

NAME: _____

ADDRESS: _____

CITY / STATE / ZIP: _____

PHONE: _____ **CAN WE GIVE THIS NUMBER**
OUT? Y N

E-MAIL: _____

BUSINESS NAME: _____

BUSINESS ADDRESS: _____

CITY / STATE / ZIP: _____

PHONE: _____ **CAN WE GIVE THIS NUMBER**
OUT? Y N

E-MAIL: _____

TYPE OF PRODUCT: _____

All Vendors must provide a **physical copy of a Tax ID before vending**

Vendors with live plants, herbs, shrubs, trees, potted flowers, etc. must provide a **physical copy of a Nursery Registration Certificate and a Tax ID.**

Vendors with prepared foods must provide a physical copy of a City of Rochester Vending Permit
OR
Monroe County Health Certificate, a Tax ID, Fire Safety Training certificate, proof of Insurance in
the amount of \$ 1,000,000.00 (Naming the City of Rochester as additional insured), photo of
vehicle (including length) and copy of proposed menu. , needed before vending

SIGNATURE: _____

DATE: _____