

PORT SAN LUIS HARBOR DISTRICT
REQUEST FOR PROPOSALS INFORMATIONAL SESSION
FISH MARKET RETAIL/WHOLESALE

OCTOBER 12, 2020

2 pm

WHY A REQUEST FOR PROPOSAL?

The District is a government entity and must follow the California Harbors & Navigation Code Section 72

- Leased facilities must adhere to an open, public process
 - Request for Proposals/Request for Bids

QUESTIONS PROCESS FOR THIS SESSION

If you have a question during this session, please submit your question using the Chat Box.

If time permits, questions will be answered at the end of the session.

If time does not permit, the questions and answers will be posted, along with this presentation on the website by Friday, October 16.

GETTING STARTED

- RFP PACKET AND ASSOCIATED ATTACHMENTS CAN BE FOUND:
 - <https://www.portsanluis.com/2180/Bids-Proposals>

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Bids & Proposals

Requests for Proposals

- [Request for Proposals - Retail Fish Market and/or Retail/Wholesale Fish Market - Deadline December 1, 2020; 4:30 pm](#)
 - [Attachment 1: Site Plan](#)
 - [Attachment 2: Proposer Certification](#)
 - [Attachment 3: Authorization to Release Information](#)
 - [Attachment 4: Lease Agreement Template](#)
 - [Attachment 5: FCRA Authorization to Obtain a Consumer Credit Report/Background Check](#)
 - [Attachment 6: Lease/License History](#)
 - [Attachment 7: Financial Pro Forma](#)
 - [Attachment 8: Optional Pre-Proposal RFP Informational Meeting](#)

IMPORTANT DATES

- Optional Pre-Proposal RFP Informational Meeting: October 12, 2020 @ 2:00 pm
- Optional Pre-Proposal Meeting/Site Visit: October 16, 2020 @ 10:00 am

- Last Day to Email Questions: October 30, 2020 @ 4:30 pm
- Answers to Questions Posted on District website: November 6, 2020

- **RFP Closing Date: December 1, 2020 @ 4:30 pm**

See page 13 in the RFP Packet for the dates listed above

THE MAKE-UP OF THE PROPOSAL

Multiple elements required for proposals and it is in the best interest of the proposer's to thoroughly review pages 17 - 23.

These are the MINIMUM requirements. It is in the best interest of the proposer to submit a full, complete, and detailed proposal, which contains the items requested. Proposer's may submit additional information to enhance their proposal.

- I. Proposal Summary
- II. Proposer Principals Financials
- III. Tenant Improvement Plan
- IV. Start-up Plan
- V. Operation Plan
- VI. Maintenance Plan
- VII. Rental Guarantee Offer
- VIII. Feasibility of Business Proposed
- IX. Acceptance of Key Lease Agreement Terms & Conditions

PROPOSAL SUMMARY

- Provide the Mission Statement for your proposed business, which supports the District's goals and objectives in Section 1.1 - page 4
- Provide a Summary of:
 - Relevant Experience
 - Knowledge
 - Expertise
- Summarization of:
 - Tenant Improvement Plan
 - Start-up Plan
 - Operation Plan
 - Maintenance

SECTION 1 - PROJECT SUMMARY

1.1 GOAL & OBJECTIVES

Harbors and Navigation Code

§6077.5. A harbor district may acquire, purchase, takeover, construct, maintain, operate, develop, and regulate grain elevators, bunkering facilities, belt or other railroads, floating plants, lighterage, towage facilities, and any and all other facilities, aids, equipment, or property necessary for, or incident to, the development and operation of a harbor or for the accommodation and promotion of commerce, navigation, or fishery in the harbor district.

Goal of this Request for Proposals (RFP)

The goal of this RFP is to award a Lease Agreement to a business entity that will develop, equip, operate, and maintain a business that meets the objectives outlined below. The lease space is currently is vacant.

Objectives of this RFP

- To upgrade the existing cold storage facility on Harford Pier to facilitate the operations of the fish market. The space available for the fish market is approximately 1,524 square feet of area (exterior measurements). **Not to be or become a restaurant.**
- To provide a fish and seafood market providing fish/seafood caught by local fishermen as well as fish/seafood purchased from other sources. Proposals containing a business plan for a retail fish market and/or retail/wholesale fish market will be accepted.
- To provide a fish and seafood market facility that supports the historically unique nature of the port and blends in with the surrounding environment.
- To maximize rental income to the District through the operation of a fish market that services the needs of District patrons at reasonable prices.
- To provide a profitable enterprise opportunity for the selected business.
- To assure public accessibility to coastal dependent and related services conforming to the following San Luis Obispo County General Plan (San Luis Bay Area Plan, Coastal):

Proposer Principals Financials

- The financial items required and to accompany the proposal is utilized by the District to determine the financial capability of each Proposer and its principals.
- Requirements:
 - Page 18 - 19 provide a thorough description of what is to submitted when the proposal is submitted.
 - Complete financials provided at the time of submission are to the benefit of the proposer. Proposals missing the required financials can be deemed as “Failed” in the first initial review process (Phase I, pg. 26)
- Principals
 - Identify the proposed general/operating partners and list of all proposed equity (non-operating) partners
 - Description of the proposed entity (general partnership, LLC, corporation, etc)
- Financial
 - Financial Statements - not limited to Balance Sheets and Income Statements for 2016 - 2020).
 - Tax Returns for proposed entity, general/operating partner(s) and all proposed equity (non-operating) partners, whether individuals or separate legal entities.

Proposer Principals Financials - cont'd

- Letters from lending institutions
- Litigation History over the past 10 years
- Filed for bankruptcy over the past 10 years
- Names, addresses, & phone number of references (such as accountants, attorneys, etc.
- Experience
 - Detailed information on the general/operating partner's specific experience as it relates to the proposed business
 - Minimum (3) reference letters from non-affiliated organizations on their company letterhead. See page 19 for more information.

Proposal Information

Tenant Improvement Plan - page 20

- Plans for improvement, including the estimated cost, name of preferred contractor, and drawings of proposed tenant improvements.
 - Drawings do not have to be completed by an architect; however, drawings must be clear, legible, understandable, and easy to read.

Start-Up Plan - page 20

- Information regarding the interior
- Timeline identifying activities necessary & number of days required to complete start-up activities.
- Projected date of opening business to the public.

Proposal Information - continued

Operation Plan - page 20 - 21

The Operation Plan must address each of the following elements:

1. Type of Service
2. Business Ambiance Plan
3. Organizational Structure
4. Marketing and Advertising
5. Conservation and Recycling
6. Accessibility Plan

Maintenance Plan - page 21

- Provide a comprehensive plan to maintain the facilities in good condition throughout the term of the Lease Agreement.
 - Include:
 - Budget allocations
 - Maintenance & Housekeeping schedules
 - Schedule for replacement of equipment

Proposal Information - continued

Rental Guarantee Offer - page 21

- Minimum Monthly Bid (page 2)
 - Minimum Annual Base Rent: \$27,000
 - Minimum Gross Percentage Rent: 4.5%
- Proposers are able to submit based upon the minimum, or propose another amount, AS LONG AS IT GREATER THAN THE MINIMUM.

Proposal Information - continued

Feasibility of Business Proposed - page 22 - 23

This is the section of the proposal where the proposer provides information to the District on the feasibility of their proposed business. This section is required.

Completion of a Narrative Regarding the Feasibility of the Business Proposed: must include the minimum elements -

- Demographics
- Target Market
- Market Demand & support for pro forma operating revenues
- Competition
- Barriers to Operation and Regulatory Impediments
- Need help? Go to www.sba.gov or www.score.org for assistance. Great resource you can use.

Proposal Information - continued

Estimated Cost for Tenant Improvements - page 22

- Provide estimate for tenant improvement expenses as explained in the Tenant Improvement plan & how those amounts were determined.

Estimate of Equity & Debt Requirements - page 22

- Provide an estimate of funding sources for the business, during start-up & operational states.

Lease Agreement Term - page 22

- Provide the proposed term requirements using a minimum, of 5 years and a maximum of 10 years.

Proposal Information - continued

Pro forma Projection - page 23

- Utilize Attachment 7 provided in RFP to provide the information requested:
 - Projection of revenues & expenses
 - Debt Service (i.e. loans, credit cards)
 - Expenses associated with
 - Tenant Improvements
 - Start-up
 - Operation & Maintenance

Proposal Information - continued

Acceptance of Key Lease Agreement Terms & Conditions - page 23

- Any objections to any of the conditions must be presented as part of the proposal.

Certification of Proposer Information

Labor Law Compliance Certification - page 23

- Proposers may have no more than one final, unappealable finding of contempt of court by a federal court issued for violation of the National Labors Relation Act within the two-year period immediately preceding the closing date of this RFP or your proposal will be disqualified.

Proposer Certification - page 23

- Attachment 2
- Required & if not submitted at time of proposal submittal, proposal may be disqualified.

Authorization to Release information - page 23

- Attachment 3
- Required & if not submitted at time of proposal submittal, proposal may be disqualified.

Proposal Evaluation Criteria

Scoring Criteria Provided - pages 24 - 25

Highly recommend reviewing the scoring information, in order for your submitted proposal to be as competitive as possible.

The District's Selection Team will review and score all proposals that advance to Phase III in the process.

Key Points to Remember:

- Submit ALL REQUIRED ITEMS stated in the RFP with your submittal.
- Missing items can be cause for disqualification
- Poorly constructed proposals could cause your proposal to NOT advance in the process.
- The more thorough the proposal, the better!
- Read pages 14 - 15 for the detailed submittal package requirements
 - \$5,000 Commitment Fee
 - Deadline is FIRM

QUESTIONS?