Request for Proposal
Taproom at the Boston Public Market

Boston Public Market
100 Hanover St.
Boston, MA 02108
KEY INFORMATION FOR RESPONDENTS

A. SUMMARY
The Boston Public Market is an indoor, year-round marketplace for locally sourced groceries and specialty agricultural products, where residents and visitors can find fresh, seasonal food from Massachusetts and New England. The Market houses over 35 local farmers, fishers, and food entrepreneurs selling items such as farm fresh produce; meat and poultry; eggs; milk and cheese; fish and shellfish; bread and baked goods; beverages; flowers; and an assortment of specialty and prepared foods.

The Boston Public Market Association is excited to offer the opportunity for a creative, New England company (the “Respondent”) to develop a taproom experience under their own brand within the Boston Public Market and offer local beer on tap as well as in cans, bottles and or growlers to purchase and take home. The Respondent will also have the option to sell local ciders, cocktails and spirits, if desired.

B. BACKGROUND
The Boston Public Market is a dynamic civic space, educating the public about food sources, nutrition, and preparation. In addition to over 35 permanent vendors and a number of rotating short-term “pop-up” vendors, the Boston Public Market includes the KITCHEN, a 3,200 square foot demonstration kitchen programmed by The Trustees, the Market’s programming partner, with opportunities such as hands-on cooking demos, lectures, exercise classes, training and community events. The Boston Public Market features countless opportunities to meet and learn from local farmers, fishers and specialty food entrepreneurs, and includes additional features such as a cookbook exchange, a kid’s nook, and even a working beehive.

With the right partner BPMA hopes to create a unique experience for those looking to learn about and experience craft beer New England has to offer. This Request for Proposals (RFP) is an invitation for qualified and experienced Respondents to submit exciting original proposals to plan, manage, and operate a taproom and shop seven days a week in the Boston Public Market.

Interview selection candidates will be based on a compelling vision to make the taproom an innovative, welcoming, and sustainable destination; streamlined operations; relevant past experience; attractive infrastructure; excellent hospitality; and an enthusiasm working with and supporting local producers across New England.

C. LOCATION OVERVIEW
Development of the Boston Public Market was a partnership between the not-for-profit Boston Public Market Association, individual and corporate donors, foundations, the City of Boston, and the project’s seed funder, the Commonwealth of Massachusetts. The Boston Public Market Association (a registered 501(c)(3) not-for-profit organization) developed and operates the Boston Public Market with a public impact mission to support the farmers, fishers, and entrepreneurs who grow, catch and produce local food, and to nourish our community with food and experiences.

The Boston Public Market, located at 100 Hanover Street, Boston, MA 02108, is open Monday—Saturday, 8:00am — 8:00pm, Sunday 10:00am — 6:00pm, year-round.

D. CONSIDERATIONS AND EXPECTATIONS
The Respondent is expected to operate the taproom seven days a week. Hours for the taproom can vary from Market hours if infrastructural changes are put in place in the space. This can be discussed further in the interview process.

The space is 590 square feet with capacity to expand to 1,300 square feet.

The Boston Public Market will be closed to the public on New Years Day, Easter, Memorial Day, Independence Day, Labor Day, Thanksgiving, and Christmas Day. The Market will close to the public at 3PM on New Years Eve and Christmas Eve.
The Respondent will also have the opportunity provide their offering for all Boston Public Market special events, including quarterly festivals, weekly Trivia Nights and Saturday Market Bar hours.

E. RFP PROCESS AND KEY DATES
Responses to this RFP are due February 15th, 2019. BPMA will review responses, conduct interviews, and promptly make a final decision.

F. REQUIREMENTS FOR PROPOSAL

i. Executive Summary (250 words or less)
Introduce your concept; its originality and strengths for this market and within the alcoholic beverage category.

II. Vending Plan (1000 words or less)

- **Assortment**: Please provide an outline of the types of products you’d like to offer in your stall. You can add to this list after opening with approval from the BPMA team, but please describe your initial offering in as much detail as possible.
- **Sourcing and/or Production**: In our efforts to build a market that reflects the breadth and strength of our local economy, please indicate (where applicable) the sourcing and provenance of your assortment. If you will be acting as an aggregator/consolidator of local products, you should indicate the specific producers with whom you will partner. If you will be selling your own product please highlight any locally sourced ingredients used in your products, and/or where the products are produced.
- **Price list**: Include as much information as you currently have regarding pricing.

iii. One-Year Marketing and Education Plan (500 words or less)
We view all of our vendors as our partners in making the market a welcoming and inclusive showcase for local food. Please describe potential areas of collaboration with the BPMA, other vendors, community organizations or the greater Market District. This may include: product demonstrations, marketing, messaging, community outreach, etc. This should include how you intend to promote a greater knowledge of locally produced food within your stall or through product demonstration.

iv. Operations Plan (1000 words or less)
All responses should include an operations plan that describes the following:

- **Proposed hours of operation**: The market hours are 8am - 8pm Monday – Saturday, and 10am – 6pm Sundays. Some locations in the Market have potential for their own entrance and would allow for a different set of hours. Please indicate the hours you would ideally like to operate.

- **Proposed rent per square foot**: Below are the three components of rent for space at the Boston Public Market.
  - Base rent: Calculated as an annual fee per square foot
  - Percentage of sales
  - Common Area Maintenance (CAM) charge (monthly)
  CAM is the only portion of rent we cannot negotiate, as it covers expenses including water, electric, HVAC, security and custodial. Once we learn more about your stall proposal we can give you an estimated CAM charge based on anticipated usage. Please propose a rent per square foot and sales percentage that would be sustainable for your Craft Beer Shop concept.

- **Deliveries**: The BPM has one loading dock that operates on an open schedule. The dock is open for unscheduled use from 5am to 4pm Monday through Saturday and 7am to 4pm on Sunday. We just ask that vendors keep loading times to no more than 25 minutes. Please give a brief description of how you would expect to make use of the loading dock.
• **A Green Market.** The market will make efforts to reduce and recycle all market waste. Describe your operation's waste stream and how you will incorporate elements of environmental sustainability. Waste reduction and environmentally friendly products are encouraged.

• **Cleanliness.** Both the aesthetics and health code safety issues surrounding food service are critical. Describe measures that will be taken to keep your stall clean and to code.

• **Employment.** Indicate the number of employees who will be dedicated to staffing and supplying your stall, as well as your total number of employees. This may be premature for you to be able to answer, but to the degree that you can characterize your workforce, please do so.

v. **Pro Forma**
Income projection for first year of operation at BPM, illustrating sales projections and operating expenses.

vi. **Existing Sales Outlets (200 words or less)**
Describe current or past retail and wholesale outlets or any current sales (ex. taprooms, bars, restaurants, retail stores)

vii. **Letters of Support**
Please provide at least two letters of support from your business associates.

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Submitting Your Proposal
Please email your completed proposal to chogan@bostonpublicmarket.org or mail it to:
Boston Public Market Association, PO Box 130457, Boston, MA 02113.

All questions about the proposal process can be sent to:
chogan@bostonpublicmarket.org