



The Corporation for Findlay Market

Request for Proposal Roll Up Doors – Findlay Market

February 27, 2019

Re: Request for Proposal – Plant & Flower Shop– Findlay Market Roll Up Doors

This Request for Proposal (“RFP”) outlines the request for additional information needed to determine appropriate tenant for a Findlay Market Roll Up Door stall (the “Project”) for the Landlord in advance of proposed tenancy in the Project. The existing Florist located in adjacent Roll Up Door stall 148 (at the north tower doors) will be moving to another location. The new stall(s) location for the Project is stall 144, with the option to add stalls 143 and 142, on the north side of the Market House, close to Race Street on North Elder Street. Stall 144 is approximately 270 square feet and the other two are approximately 160-180 square feet, and all include a 10’ wide roll up garage door in each stall. As additional information, there will be a florist opening in the Market District.

The Corporation for Findlay Market (CFFM) manages this space, and has preference for the following:

- Retail Plant and Flower Shop, selling year-round, open Market House hours Tuesday through Sunday.
- Product mix includes at a minimum house plants and cut flowers.
- Roll Up Garage Doors are expected to be open during the summer months, typically April through October.
- Existing flower cooler will be provided at no cost to the new tenant, if desired.
- New tenant will be responsible for any additional tenant improvements.

The following items are requested from potential tenants in evaluation. It would be expected these items would be **returned by Friday March 22, 2019**.

Business Plan:	Basic business plan, including description of business offerings, product list as appropriate, competitors/similar products in the market area, OTR and greater Cincinnati.
Capital Build Out Budget:	Expected build out costs for concept, including sources and uses of funding.
Operational Proforma:	Detailed three year operating proforma.
Organizational Management:	Ownership team biographies and experience, along with any key employees that will allow business to operate. Please highlight any entrepreneur and/or retail management experience and credentials.



**Marketing Plan
and Graphic
Details:**

Sampling of design materials, logos and other graphical content. Details of expected marketing and communication plan.

**Existing Business
Details:**

Provide current/recent location of business, years in operation, and annual sales at the location.

Proposal Only:

This RFP sets forth the principal terms for a proposed transaction(s) between the parties; however, nothing contained herein shall be deemed to create any legally binding obligation upon any party, until a mutually acceptable binding lease agreement and other required legal agreements have been executed and delivered by the parties. Moreover, where this RFP is silent on issues, such silence indicates that the issues remain to be addressed to the mutual satisfaction of the parties in the final legal documents. Landlord reserves the right to withdraw this RFP or not proceed to Letter of Intent or License agreement, at any time, without notice.

We are excited to present this RFP for your review. If you have any questions or concerns, please don't hesitate to contact me at 513-604-7567 or jhansbauer@findlaymarket.org.

Sincerely,

Joe Hansbauer
President & CEO – Corporation for Findlay Market

