REQUEST FOR PROPOSAL (RFP)
SNOHOMISH COUNTY FOOD HUB

FOR DARGEY DEVELOPMENT

PROJECT
POTALA MARKET PLACE
2924 GRAND AVE.
EVERETT, WA 98201

FEBRUARY 11, 2015
# Table of Contents

1. **Summary and Background** .............................................................................................................. 2  
2. **Proposal Guidelines** ...................................................................................................................... 2  
3. **Project Purpose and Description** .................................................................................................. 2  
4. **Project Scope** .................................................................................................................................. 3  
5. **Request for Proposal and Project Timeline** .................................................................................. 3  
6. **Budget** ........................................................................................................................................... 4  
7. **Bidder Qualifications** ..................................................................................................................... 4  
8. **Proposal Evaluation Criteria** ......................................................................................................... 4
1. SUMMARY AND BACKGROUND

Potala Market Place is currently accepting proposals to develop, design, launch, and operate a new commercial kitchen and processing plant in downtown Everett. The commercial kitchen and processing plant will be used for the production and distribution of value-added products from the agricultural community and as a training kitchen. It will also provide space as an incubator for new food-related businesses.

Potala Market Place is a mixed-use development located in Everett, Washington, on Grand Ave. from Wall St. to Hewitt Ave. The commercial kitchen and processing plant will be a key component in the newly developed market that will be home to year-round local farm stands, food related retail and production, and owner operated local restaurants. The emphasis of the market will be to feature local agricultural products. In addition, there are five stories of market-rate apartments above the market/kitchen space.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate organizations/individuals, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate that best represents the agricultural and local food system community.

Potala Market Place is currently under construction with a completion / opening date of June 2015.

2. PROPOSAL GUIDELINES

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until 5 p.m. PST on March 10, 2015. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by Dargey Enterprise’s legal department and will include scope, budget, schedule, and other necessary items pertaining to the project.

3. PROJECT PURPOSE AND DESCRIPTION

Project purpose:

Develop a kitchen incubator that will foster and support innovation and entrepreneurship for food and farm-related businesses. The goal will be to accelerate the commercialization of our entrepreneurs’ concepts and provide more than just rentable kitchen space. The project is
envisioned as a place to seek technical assistance, packaging/marketing help, cooperative purchasing, and product development, as well as serve the needs of those within the market.

**Project description:**

The agriculture industry in Snohomish County is a $139 million industry with 70,863 acres of land in production. With a thriving local food movement, getting the products to the consumer year-round can be a challenge. A successful commercial kitchen and processing plant will provide the ability to meet the needs of the consumer while increasing the income of local farmers. Local farmers have identified the need for a commercial kitchen in various studies throughout the last 10 years. The ability to turn fresh berries into jams or locally grown wheat into fresh bread increases the income to local farmers while providing year-round jobs to farm workers. Various culinary schools have also shown an interest in participating in a local community kitchen. This project will have beneficiaries ranging from small/mid-sized producers, postsecondary educational institutions, community groups, local government, young farmers, caterers, and culinary professionals.

4. **PROJECT SCOPE**

The scope of this project includes all design, development, permitting, licensing, and financing of the commercial kitchen. Currently there is up to approximately 12,000 sq ft available for the commercial kitchen, including the processing and distribution area for agricultural products; the 12,000 sq feet can be divided in any configuration between the two. Some of the known requests from the farm community are for space to make jams and jellies, salsas, baked goods such as pot pies, bakery, and meat processing. The selected bidder will be responsible for funding, planning, developing and operating the commercial kitchen based on FMV rents in the Everett area. There is also the possibility for the use of New Market Tax Credits to be used for funding the improvements.

5. **REQUEST FOR PROPOSAL AND PROJECT TIMELINE**

**RFP timeline:**

All proposals in response to this RFP are due no later than 5 p.m. PST on March 10, 2015.

Evaluation of proposals will be conducted from March 11, 2015 until March 20, 2015. If additional information or discussions are needed with any bidders during this period, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than April 20, 2015. Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by May 20, 2015.

Notifications to bidders who were not selected will be notified as soon as possible after the successful bidder has been selected and a new lease negotiated.
Project timeline:
Project initiation phase must be completed by June 30, 2015.

Project planning phase must be completed by August 31, 2015. Project planning phase will determine the timeline/schedule for the remaining phases of the project, however, it is anticipated that the new kitchen / processing plant will be operational before the end of the year.

6. BUDGET

Space will be rented on a per-square-foot basis – TBD. This is a NNN lease. Additional charges are estimated to be $6.50 per sq. ft. annually and paid separately from base rent. Landlord is prepared to assist operator in some base building improvements which will be negotiated during the contract negotiation phase.

7. BIDDER QUALIFICATIONS

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in planning, building, and operating a commercial kitchen and processing plant
- List of how many full-time, part-time, and contractor staff in your organization
- Examples of three or more culinary projects you’ve been involved with
- Testimonials from past clients/associates
- Anticipated square footage needed
- Anticipated infrastructure and equipment needed
- Operations/business plan
- Timeframe for completion of the project
- Project management methodology

8. PROPOSAL EVALUATION CRITERIA

Dargey Enterprises and Potala Market Place management will evaluate all proposals. To ensure consideration for this RFP, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: Proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner.
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project.
- Previous work: Bidders will be evaluated on examples of their work pertaining to Commercial kitchen design and operation as well as client testimonials and references.
• Value and cost: Bidders will be evaluated on the feasibility of the proposed project plans and infrastructure in accordance with the scope of this project.
• Technical expertise and experience: Bidders must provide descriptions and documentation of technical expertise and experience.
• The operator can provide reasonable evidence that it has sufficient capital to fund its improvements and proposed business operation.

Each bidder must submit three copies of their proposal to the address below by 5 p.m. PST on March 10, 2015.

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