



DATE: April 18, 2012
TO: Honorable Mayor and City Councilmembers
FROM: Property Management Division
SUBJECT: **APPROVAL OF THE SELECTION OF A FOOD CONCESSION OPERATOR FOR THE BUILDING PREMISES AND PIER PLAZA AREA, LOCATED AT 302 N. THE STRAND**

SYNOPSIS

Staff recommends that the City Council approve the selection of The Tin Fish as the operator of the building premises and pier plaza area located at 302 N. The Strand, beneath the Oceanside Municipal Pier; and authorize staff to negotiate a lease agreement.

BACKGROUND

In 1996 the City entered into a lease agreement with McDonalds Corporation for the operation of a food concession of the subject property, located underneath the Oceanside Municipal Pier. In 2010, McDonalds gave the City notice to terminate their lease and in January 2011 vacated the premises; direction was given to staff to issue a request for proposals (RFP). The RFP requested qualified parties for operating and maintaining a retail business serving the visitors to the Oceanside Municipal Pier and the beach, with a preference towards a food concession.

ANALYSIS

The first RFP received three respondents but was subsequently cancelled due to a proposed alternate use of building premises for restrooms. Due to unforeseen economic budget constraints this alternate use was also cancelled. On December 30, 2011, City Staff issued a second RFP and nine proposals were submitted; a list of respondents is attached. A panel comprised of City staff reviewed the proposals and conducted interviews with the top three rated candidates: Buccaneer Café 2, Sonic and The Tin Fish. The panel unanimously selected The Tin Fish as the operator.

The recommendation to select The Tin Fish is based on:

- Projected Revenue to City from monthly minimum and percentage of gross sales
- The Tin Fish's overall food restaurant experience at sixteen locations in five states. Seven San Diego County locations: two in the Gas Lamp District, one



downtown, one at Liberty Station and three with the Port of San Diego, including food concession operation on the Imperial Beach Pier

- Proposed Improvements to building and pier plaza
- Budgeted funds of \$211,560 and more as needed
- The Tin Fish's desire to work with City Staff, local businesses and the community

Mr. Joseph Melluso is the licensor of The Tin Fish restaurants. Mr. Chil Nae No is owner and licensee of The Tin Fish on the Imperial Beach Pier and has operated for the last eight years. Mr. No would manage and operate the proposed business in Oceanside. Mr. Melluso and Mr. No would work together with their team from conception of lease negotiations, design, clean-up, construction, employee training, etc., to get The Tin Fish food concession up and running in an expeditious manner. Mr. Melluso and Mr. No are anxious to bring The Tin Fish dining experience to the City of Oceanside's residents and beach patrons.

FISCAL IMPACT

At this time there is no impact. The estimated revenue, prior to negotiations is \$33,000 for the first year. As the City moves forward with the negotiations and subsequent lease agreement with The Tin Fish, minimum and percentage rents will be realized and a finalized lease agreement will be presented to Council for approval.

INSURANCE REQUIREMENTS

Does not apply at this time.

COMMISSION OR COMMITTEE REPORT

Does not apply.

CITY ATTORNEY'S ANALYSIS

Does not apply.

RECOMMENDATION

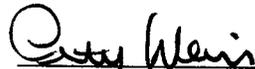
Staff recommends that the City Council approve the selection of The Tin Fish as the operator of the building premises and pier plaza area located at 302 N. The Strand, beneath the Oceanside Municipal Pier; and authorize staff to negotiate a lease agreement.

PREPARED BY:



Julie Cook
Program Specialist

SUBMITTED BY:



Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

Douglas E. Eddow, Real Property Manager





Attachments:

Attachment 1: List of Respondents

**302 N. THE STRAND RFP
LIST OF RESPONDENTS**

- 1) Buccaneer Café 2***
- 2) Bull Taco**
- 3) Hecker/Yarbrough**
- 4) Main Street Oceanside**
- 5) Oceanside Beach Concession**
- 6) Sisters Snack Shack**
- 7) Sonic***
- 8) The Tin Fish***
- 9) VR Green Farms**

***Respondents interviewed**

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 3/7/12

NAME OF INDIVIDUAL OR COMPANY: Tin Fish

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>15</u> <u>15</u> Subtotal 1.	Deal w/Tin Fish directly - not a franchise licensee Pier 39, 1B, 6L
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>10</u> <u>10</u> Subtotal 2.	Experience seasonal - has financial capacity
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>10</u> <u>10</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>6</u> <u>27</u> <u>7.5</u> Subtotal 4. <u>7.5</u> <u>6</u>	A) negotiable B) great improvement concept for space + multi-use area
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP B) Additional materials provided.	Out of 10 <u>5</u> <u>10</u> <u>5</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>22</u> <u>22</u> Subtotal 6.	6%, negotiable confident this business will be sustainable, increase over time
TOTAL (out of 100)		<u>94</u>

RATED BY:
Name: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/23/12

NAME OF INDIVIDUAL OR COMPANY: Tin Fish - Mike & Sun Chil Knea, Joseph Melluso

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>12</u> <u>12</u> Subtotal 1.	Licenses
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>10</u> <u>10</u> Subtotal 2.	
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>10</u> <u>10</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>3</u> <u>23</u> <u>5</u> Subtotal 4. <u>7.5</u> <u>7.5</u>	30 year projections - no pro forma
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>5</u> <u>8</u> 3 Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>20</u> <u>20</u> Subtotal 6.	6% Food, Bev, Etc. sales \$33,000 year 1 is this reasonable?
TOTAL (out of 100)		<u>83</u>

RATED BY:

Name _____ Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 3/7/12

NAME OF INDIVIDUAL OR COMPANY: Buccanner Cafe

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>12</u> <u>15</u> Subtotal 1.	
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>7</u> <u>10</u> Subtotal 2.	wasn't convinced - employee plan may be stretched thin not fan - vendor crowding, focus on local capacity
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>10</u> <u>10</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>4</u> <u>19</u> <u>5</u> Subtotal 4. <u>4</u> <u>6</u>	A) sales proj. lower than comp. B) nice looking but "crowded" C) not realistic about interior and exterior "over-time" D) few resources
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>5</u> <u>10</u> <u>5</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>18</u> <u>18</u> Subtotal 6.	8% on (\$1,000) Ap-Av } seems a low return 8% on (\$750) Sep-Mar } may not increase over time
TOTAL (out of 100)		82

RATED BY:

Name: _____

Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/23/12

NAME OF INDIVIDUAL OR COMPANY: Buccaneer Café-Charles Anderson & Hector Reyna

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>15</u> <u>15</u> Subtotal 1.	
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>10</u> <u>10</u> Subtotal 2.	
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>10</u> <u>10</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>7.5</u> <u>28.5</u> <u>7.5</u> Subtotal 4. <u>16</u> <u>7.5</u>	5 years Front facade, table layout, kitchen layout
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>5</u> <u>10</u> <u>5</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>22</u> <u>22</u> Subtotal 6.	\$1,000 @ 8% /mo. Apr-Aug ↑ sales \$10 \$750 @ 8% /mo. Sep-Mar ↓ low 4% increase annually (first (5) free)
TOTAL (out of 100)		
	<u>95.5</u>	

RATED BY:

Name: _____ Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 3/7/12

NAME OF INDIVIDUAL OR COMPANY: Sonic - D+M Investment

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>15</u> <u>15</u> Subtotal 1.	
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>8</u> <u>8</u> Subtotal 2.	Not sure about a market up to 12am. Duration of hours - stretch
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>10</u> <u>10</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>6</u> <u>20</u> <u>5</u> Subtotal 4. <u>4</u> <u>5</u>	e) not sure about actual drive-up at this site D) hours.
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>5</u> <u>10</u> <u>5</u> Subtotal 5.	got menu
6. FINANCIAL RETURN TO CITY	Out of 25 <u>20</u> <u>20</u> Subtotal 6.	3% (18,000) estimate \$50,820 Maybe a fast but short profitable business, nostalgia may die
TOTAL (out of 100)		<u>83</u>

RATED BY:

Name: _____ Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/23/12

NAME OF INDIVIDUAL OR COMPANY: Sonic - D&M Investment Partners

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>15</u> <u>15</u> Subtotal 1.	National w/ SDCs. exclusive Proforma demonstrated Net Income
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>10</u> <u>10</u> Subtotal 2.	
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>10</u> <u>10</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>7.5</u> <u>20.5</u> <u>3</u> Subtotal 4. <u>4</u> <u>10</u>	No sketch/drawings of entire property - showed front facade No timeline for improvements or opening
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>4</u> <u>7</u> <u>3</u> Subtotal 5.	Referenced mini-menu exhibit - not attached
6. FINANCIAL RETURN TO CITY	Out of 25 <u>25</u> <u>25</u> Subtotal 6.	\$18,000 rent (3% net sales) estimating \$50,820 sales tax
TOTAL (out of 100)		<u>87.5</u>

RATED BY:

Name: _____

Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 3/8/12

NAME OF INDIVIDUAL OR COMPANY: TIN FISH

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>14</u> <u>14</u> Subtotal 1.	
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>9</u> <u>9</u> Subtotal 2.	
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>9</u> <u>9</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>5</u> <u>29</u> <u>9</u> Subtotal 4. <u>7</u> <u>8</u>	
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>5</u> <u>7</u> <u>2</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>17</u> <u>17</u> Subtotal 6.	
TOTAL (out of 100)		<u>85</u>

RATED BY:

Name: _ _

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/15/12

NAME OF INDIVIDUAL OR COMPANY: TIN FISH
Bull Taco - Greg Kukastewicz

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>12</u> <u>12</u> Subtotal 1.	\$ 200K.
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>8</u> <u>8</u> Subtotal 2.	
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>8</u> <u>8</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>5</u> <u>24</u> <u>7</u> Subtotal 4. <u>7</u> <u>5</u>	30 YR LEASE @ 6% UNDERSTAND - AS-IS
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>5</u> <u>5</u> <u>0</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>15</u> <u>15</u> Subtotal 6.	
TOTAL (out of 100)		<u>72</u>

RATED BY:

Name: _____ Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 3/8/12

NAME OF INDIVIDUAL OR COMPANY: SONIC

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>13</u> <u>13</u> Subtotal 1.	
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>8</u> <u>8</u> Subtotal 2.	
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>8</u> <u>8</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>7</u> <u>26</u> <u>7</u> Subtotal 4. <u>6</u> <u>6</u>	
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>5</u> <u>7</u> <u>2</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>14</u> <u>14</u> Subtotal 6.	
TOTAL (out of 100)		<u>76</u>

RATED BY:

Name:

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/15/12

NAME OF INDIVIDUAL OR COMPANY: Sonic - D&M Investment Partners

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>13</u> <u>13</u> Subtotal 1.	
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>8</u> <u>8</u> Subtotal 2.	
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>9</u> <u>9</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>7</u> <u>27</u> <u>7</u> Subtotal 4. <u>7</u> <u>6</u>	
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>5</u> <u>7</u> <u>2</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>14</u> <u>14</u> Subtotal 6.	3% NET NOT <u>GROSS</u> EST @ 18k/mo ???
TOTAL (out of 100)		
		<u>78</u>

RATED BY:

Name: _____

Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 3/8/12

NAME OF INDIVIDUAL OR COMPANY: BUCCANEER CAFE

EVALUATION CRITERIA	SCORE	COMMENTS
<p>1. LEASEHOLD ENTITY /FINANCIAL</p> <p>A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.</p>	<p>Out of 15</p> <p><u>9</u> <u>9</u></p> <p>Subtotal 1.</p>	
<p>2. ABILITY</p> <p>A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.</p>	<p>Out of 10</p> <p><u>8</u> <u>8</u></p> <p>Subtotal 2.</p>	
<p>3. RELEVANT EXPERIENCE</p> <p>A) Experience with a similar operation to what is being proposed.</p>	<p>Out of 10</p> <p><u>8</u> <u>8</u></p> <p>Subtotal 3.</p>	
<p>4. LEASE/IMPROVEMENTS/BUSINESS PLAN</p> <p>A) Description of the lease rate; term of lease & sales projections</p> <p>B) Description of proposed improvement; sketch/drawings related to design elements & Improvements.</p> <p>C) Cost estimates and schedule for improvements</p> <p>D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.</p>	<p>Out of 30</p> <p><u>4</u> <u>18</u></p> <p><u>5</u> Subtotal 4.</p> <p><u>4</u></p> <p><u>5</u></p>	
<p>5. SUBMITTAL REQUIREMENTS</p> <p>A) Submitted requested information and followed directions of RFP.</p> <p>B) Additional materials provided.</p>	<p>Out of 10</p> <p><u>5</u> <u>5</u></p> <p><u>0</u> Subtotal 5.</p>	
<p>6. FINANCIAL RETURN TO CITY</p>	<p>Out of 25</p> <p><u>8</u> <u>8</u></p> <p>Subtotal 6.</p>	
<p align="center">TOTAL (out of 100)</p>		<p align="center"><u>56</u></p>

RATED BY:

Name: __

Title: ____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/15/12

NAME OF INDIVIDUAL OR COMPANY: Buccaneer Café-Charles Anderson & Hector Reyna

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>9</u> <u>7</u> Subtotal 1.	≈ 50K
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>8</u> <u>8</u> Subtotal 2.	
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>8</u> <u>8</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>4</u> <u>18</u> <u>5</u> Subtotal 4. <u>4</u> <u>5</u>	5 YR. LEASE / \$1000/mo
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>5</u> <u>5</u> <u>0</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>8</u> <u>8</u> Subtotal 6.	
TOTAL (out of 100)		<u>54</u>

RATED BY:

Name: _____ Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 3/8/12

NAME OF INDIVIDUAL OR COMPANY: Buccaneer Cafe 2

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>12</u> <u>12</u> Subtotal 1.	
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>10</u> <u>10</u> Subtotal 2.	Proven w/ business @ Buccaneer Park
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>10</u> <u>10</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>10</u> (10) <u>28</u> <u>9</u> (10) Subtotal 4. <u>4</u> (5) <u>5</u> (5)	
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP B) Additional materials provided.	Out of 10 <u>5</u> <u>10</u> <u>5</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>20</u> <u>20</u> Subtotal 6.	
TOTAL (out of 100)		<u>90</u>

RATED BY:

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**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/16/12

NAME OF INDIVIDUAL OR COMPANY: Buccaneer Café-Charles Anderson & Hector Reyna

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>13</u> <u>13</u> Subtotal 1.	
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>10</u> <u>10</u> Subtotal 2.	
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>10</u> <u>10</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>10</u> <u>29</u> <u>10</u> Subtotal 4. <u>4</u> <u>5</u>	
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>5</u> <u>10</u> <u>5</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>20</u> <u>20</u> Subtotal 6.	
TOTAL (out of 100)		<u>92</u>

RATED BY:

Name _____ Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N:the Strand

DATE: 3/8/12

NAME OF INDIVIDUAL OR COMPANY: Sonic

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>15</u> <u>15</u> Subtotal 1.	Proven w/ existing business. no financial statements provided.
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>10</u> <u>10</u> Subtotal 2.	
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>10</u> <u>10</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>8</u> <u>9</u> <u>3</u> <u>5</u> Subtotal 4.	willing to negotiate % Provided drawings Great marketing ideas
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>4</u> <u>8</u> <u>4</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>20</u> <u>20</u> Subtotal 6.	
TOTAL (out of 100)		<u>88</u>

RATED BY:

Name:

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/16/12

NAME OF INDIVIDUAL OR COMPANY: Sonic - D&M Investment Partners

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>15</u> <u>15</u> Subtotal 1.	15 <i>Operates more than one with profits</i>
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>10</u> <u>10</u> Subtotal 2.	
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>10</u> <u>10</u> Subtotal 3.	<i>has experience</i>
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>8</u> ₁₀ <u>21</u> 8 ₁₀ Subtotal 4. <u>3</u> ₅ <u>2</u> ₅	<i>30% of gross</i>
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>4</u> <u>8</u> <u>4</u> Subtotal 5.	<i>plans provided</i>
6. FINANCIAL RETURN TO CITY	Out of 25 <u>20</u> <u>20</u> Subtotal 6.	
TOTAL (out of 100)		<u>84</u>

RATED BY:

Name: _____ Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 3/8/12

NAME OF INDIVIDUAL OR COMPANY: Tin Fish

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>15</u> <u>15</u> Subtotal 1.	provided financial statement from bank Budgeted Funds & more if needed.
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>10</u> <u>10</u> Subtotal 2.	Operates similar concession @ end of pier.
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>10</u> <u>10</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>10</u> (10) <u>29</u> <u>9</u> (10) Subtotal 4. <u>5</u> (5) <u>5</u> (5)	Provided drawings, but is going to revise w/ architect & contractor In interview gave more detail re improvements wants to improve pier plaza w/ seating.
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP B) Additional materials provided.	Out of 10 <u>6</u> <u>9</u> <u>3</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>20</u> <u>20</u> Subtotal 6.	willing to go w/ min / & inc. of 7%
TOTAL (out of 100)		<u>93</u>

RATED BY:
 Name: _____ Titl. _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/16/12

NAME OF INDIVIDUAL OR COMPANY: Tin Fish - Mike & Sun Chil Knea, Joseph Melluso

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 $\frac{8}{8}$ $\frac{8}{8}$ Subtotal 1.	<i>will provide documentation if selected?</i>
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 $\frac{6}{6}$ $\frac{6}{6}$ Subtotal 2.	
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 $\frac{8}{8}$ $\frac{8}{8}$ Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 $\frac{8(10)23}{5(10)}$ Subtotal 4. $\frac{5(5)}{5(5)}$	
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 $\frac{6}{0}$ $\frac{6}{6}$ Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 $\frac{18}{18}$ $\frac{20}{18}$ Subtotal 6.	
TOTAL (out of 100)		69

RATED BY:

Name: _____ Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 3/5/12

NAME OF INDIVIDUAL OR COMPANY: Sonic

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 $\frac{14}{14}$ $\frac{14}{14}$ Subtotal 1.	
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 $\frac{9}{9}$ $\frac{9}{9}$ Subtotal 2.	
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 $\frac{10}{10}$ $\frac{10}{10}$ Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 $\frac{10}{10}$ $\frac{27}{27}$ $\frac{10}{10}$ $\frac{17}{17}$ Subtotal 4.	
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP B) Additional materials provided.	Out of 10 $\frac{6}{3}$ $\frac{9}{9}$ Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 $\frac{20}{20}$ $\frac{20}{20}$ Subtotal 6.	
TOTAL (out of 100)		
		<u>89</u>

RATED BY:

Name: _____ Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/14/12

NAME OF INDIVIDUAL OR COMPANY: Sonic - D&M Investment Partners

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>15</u> <u>15</u> Subtotal 1.	Successful Company
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>10</u> <u>10</u> Subtotal 2.	Has financial backing & knowledge
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>10</u> <u>10</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>8</u> <u>24</u> <u>6</u> Subtotal 4. <u>6</u> <u>4</u>	
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>4</u> <u>8</u> <u>4</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>20</u> <u>20</u> Subtotal 6.	jobs, - too much like Ruby's?
TOTAL (out of 100)		<u>87</u>

RATED BY:

Name: _____ Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 3/5/12

NAME OF INDIVIDUAL OR COMPANY: Tim Fisk

EVALUATION CRITERIA	SCORE	COMMENTS
<p>1. LEASEHOLD ENTITY /FINANCIAL</p> <p>A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.</p>	<p>Out of 15</p> <p><u>14</u> <u>14</u></p> <p>Subtotal 1.</p>	
<p>2. ABILITY</p> <p>A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.</p>	<p>Out of 10</p> <p><u>9</u> <u>9</u></p> <p>Subtotal 2.</p>	
<p>3. RELEVANT EXPERIENCE</p> <p>A) Experience with a similar operation to what is being proposed.</p>	<p>Out of 10</p> <p><u>10</u> <u>10</u></p> <p>Subtotal 3.</p>	
<p>4. LEASE/IMPROVEMENTS/BUSINESS PLAN</p> <p>A) Description of the lease rate; term of lease & sales projections</p> <p>B) Description of proposed improvement; sketch/drawings related to design elements & Improvements.</p> <p>C) Cost estimates and schedule for improvements</p> <p>D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.</p>	<p>Out of 30</p> <p><u>8</u> <u>30</u></p> <p><u>15</u> Subtotal 4.</p> <p><u>6</u></p> <p><u>1</u></p>	
<p>5. SUBMITTAL REQUIREMENTS</p> <p>A) Submitted requested information and followed directions of RFP</p> <p>B) Additional materials provided.</p>	<p>Out of 10</p> <p><u>8</u> <u>10</u></p> <p><u>2</u> Subtotal 5.</p>	
<p>6. FINANCIAL RETURN TO CITY</p>	<p>Out of 25</p> <p><u>20</u> <u>20</u></p> <p>Subtotal 6.</p>	
<p align="right">TOTAL (out of 100)</p>		<p align="center"><u>93</u></p>
<p>RATED BY:</p> <p>Name: _____ Title: _____</p>		

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/14/11

NAME OF INDIVIDUAL OR COMPANY: Tin Fish - Mike & Sun Chil Knea, Joseph Melluso

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>5</u> <u>5</u> Subtotal 1.	Not no documentation to support the \$10,000,000
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>4</u> <u>4</u> Subtotal 2.	Not familiar -
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>6</u> <u>6</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>4</u> <u>18</u> <u>2</u> Subtotal 4. <u>6</u> <u>6</u>	
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>4</u> <u>4</u> <u>0</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>5</u> <u>5</u> Subtotal 6.	
TOTAL (out of 100)		
<u>48</u>		

RATED BY:

Name: _____

Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 3/5/12

NAME OF INDIVIDUAL OR COMPANY: Bucaneer Cafe

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>5</u> <u>5</u> Subtotal 1.	
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>6</u> <u>6</u> Subtotal 2.	
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>10</u> <u>10</u> Subtotal 3.	
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>5</u> <u>26</u> <u>4</u> Subtotal 4. <u>2</u> <u>315</u>	
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>4</u> <u>8</u> <u>4</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>8</u> <u>8</u> Subtotal 6.	
TOTAL (out of 100)		<u>63</u>

RATED BY:

Name: _____ Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/14/12

NAME OF INDIVIDUAL OR COMPANY: Buccaneer Café-Charles Anderson & Hector Reyna

EVALUATION CRITERIA	SCORE	COMMENTS
<p>1. LEASEHOLD ENTITY /FINANCIAL</p> <p>A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.</p>	<p>Out of 15</p> <p><u>10</u> <u>10</u></p> <p>Subtotal 1.</p>	<p>Based on the info provided - consistently successful w/ good cash flow</p>
<p>2. ABILITY</p> <p>A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.</p>	<p>Out of 10</p> <p><u>10</u> <u>10</u></p> <p>Subtotal 2.</p>	<p>- Are the resumes outdated</p> <p>Charles only running thru by Ami</p>
<p>3. RELEVANT EXPERIENCE</p> <p>A) Experience with a similar operation to what is being proposed.</p>	<p>Out of 10</p> <p><u>10</u> <u>10</u></p> <p>Subtotal 3.</p>	
<p>4. LEASE/IMPROVEMENTS/BUSINESS PLAN</p> <p>A) Description of the lease rate; term of lease & sales projections</p> <p>B) Description of proposed improvement; sketch/drawings related to design elements & improvements.</p> <p>C) Cost estimates and schedule for improvements</p> <p>D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.</p>	<p>Out of 30</p> <p><u>10</u> <u>30</u></p> <p><u>10</u> Subtotal 4.</p> <p><u>10</u></p> <p>_____</p>	<p>Excellent!</p>
<p>5. SUBMITTAL REQUIREMENTS</p> <p>A) Submitted requested information and followed directions of RFP.</p> <p>B) Additional materials provided.</p>	<p>Out of 10</p> <p><u>10</u> <u>10</u></p> <p><u>5</u> Subtotal 5.</p>	
<p>6. FINANCIAL RETURN TO CITY</p>	<p>Out of 25</p> <p><u>20</u> <u>20</u></p> <p>Subtotal 6.</p>	
<p align="center">TOTAL (out of 100) <u>90</u></p>		
<p>RATED BY:</p> <p>Name: _____ Title: <u>_____</u></p>		

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 3/8/12

NAME OF INDIVIDUAL OR COMPANY: TIN FISH

EVALUATION CRITERIA	SCORE	COMMENTS
<p>1. LEASEHOLD ENTITY /FINANCIAL</p> <p>A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.</p>	<p>Out of 15</p> <p><u>12</u> <u>12</u></p> <p>Subtotal 1.</p>	<p>200K SITE INVESTMENT STRONG ABILITY FOR START UP CAPITAL.</p>
<p>2. ABILITY</p> <p>A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.</p>	<p>Out of 10</p> <p><u>9</u> <u>21</u></p> <p>Subtotal 2.</p>	<p>OPERATES VARIETY OF CONCESSION & RESTAURANTS SOME IN SIMILAR BEACH TOURIST AREA'S FLEXIBLE MENU</p>
<p>3. RELEVANT EXPERIENCE</p> <p>A) Experience with a similar operation to what is being proposed.</p>	<p>Out of 10</p> <p><u>9</u> <u>30</u></p> <p>Subtotal 3.</p>	<p>OPERATES AT ITB PIER WITH SAME SEASONAL CHANGES & PIER 39</p>
<p>4. LEASE/IMPROVEMENTS/BUSINESS PLAN</p> <p>A) Description of the lease rate; term of lease & sales projections</p> <p>B) Description of proposed improvement; sketch/drawings related to design elements & Improvements.</p> <p>C) Cost estimates and schedule for improvements</p> <p>D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.</p>	<p>Out of 30</p> <p><u>7.5</u> <u>60</u></p> <p><u>7.5</u> Subtotal 4.</p> <p><u>7</u></p> <p><u>8</u></p> <p>30</p>	<p>A) LONG TERM LEASE INTEREST BUT FLEXIBLE - SALES PROJ STRONG</p> <p>B) BOTH SHORT TERM & LONG TERM DESIGN IMPROVEMENT PLANS CAN TAKE FACILITY IMAGE TO NEXT LEVEL</p> <p>C) PROVIDED REASONABLE EST.</p> <p>D) STRONG MANAGEMENT PLAN INCLUDING DEFINED MAINT.</p>
<p>5. SUBMITTAL REQUIREMENTS</p> <p>A) Submitted requested information and followed directions of RFP.</p> <p>B) Additional materials provided.</p>	<p>Out of 10</p> <p><u>9</u> <u>69</u></p> <p>Subtotal 5.</p>	
<p>6. FINANCIAL RETURN TO CITY</p>	<p>Out of 25</p> <p><u>20</u> <u>89</u></p> <p>Subtotal 6.</p>	<p>PROJECTIONS SEEM HIGH, GOOD TRACK RECORD WITH OTHER RESTAURANTS.</p>
TOTAL (out of 100)		<u>89</u>

RATED BY:

Name: _____

Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 3/18/12

NAME OF INDIVIDUAL OR COMPANY: SONIC

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>10</u> <u>10</u> Subtotal 1.	REGIONAL CHAIN WITH STRONG FINANCIAL BACKING 1.81K INVESTMENT
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>9</u> <u>19</u> Subtotal 2.	ABILITY TO STAFF IN CHANGING SEASONAL PERIODS. STANDARD MENU.
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>8</u> <u>27</u> Subtotal 3.	NO OTHER NON-DRIVE IN LOCATIONS OR BEACH FRONT - HAS BRAND RECOGNITION
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>6</u> <u>51.5</u> <u>5</u> Subtotal 4. <u>6</u> <u>7.5</u>	A) SALES PROJECTIONS HIGH LOW 90 TO CITY B) COOKIES CUTTER LOOK NOT UNIQUE TO LOCATION C) STANDARD D) STRONG MANAGEMENT PLAN, INCLUDING MAINT.
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>9</u> <u>60.5</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>10</u> <u>70.5</u> Subtotal 6.	LOW 30%

TOTAL (out of 100) 70.5

RATED BY:

Name: _____ Title: PROJECT MANAGER

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 3/5/12

NAME OF INDIVIDUAL OR COMPANY: BUCCANEER CAFE

EVALUATION CRITERIA	SCORE	COMMENTS
<p>1. LEASEHOLD ENTITY /FINANCIAL</p> <p>A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.</p>	<p>Out of 15</p> <p><u>8</u> <u>8</u></p> <p>Subtotal 1.</p>	<p>SMALL BUSINESS OWNER LIMITED FRONT FUNDING FOR START UP.</p>
<p>2. ABILITY</p> <p>A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.</p>	<p>Out of 10</p> <p><u>8</u> <u>16</u></p> <p>Subtotal 2.</p>	<p>CURRENTLY OPERATES SIMILAR TYPE CONCESSION AT BUCCANEER UNDERSTANDS SEASONAL CHANGES IN BEACH ATTENDANCE STAFFING ABILITY?</p>
<p>3. RELEVANT EXPERIENCE</p> <p>A) Experience with a similar operation to what is being proposed.</p>	<p>Out of 10</p> <p><u>9</u> <u>25</u></p> <p>Subtotal 3.</p>	<p>OPERATES BUCCANEER BEACH CONCESSION - SIMILAR OPERATIONS</p>
<p>4. LEASE/IMPROVEMENTS/BUSINESS PLAN</p> <p>A) Description of the lease rate; term of lease & sales projections</p> <p>B) Description of proposed improvement; sketch/drawings related to design elements & Improvements.</p> <p>C) Cost estimates and schedule for improvements</p> <p>D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.</p>	<p>Out of 30</p> <p><u>7</u> <u>53</u></p> <p><u>7.5</u> <u>78.5</u></p> <p>Subtotal 4.</p>	<p>A). CONSERVATIVE LEASE AND PAYMENT SCHEDULE.</p> <p>B). CLEAR IMPROVEMENT PLAN EXTERIOR DESIGN FITS LOCATION</p> <p>C). COST ESTIMATES CONSERVATIVE MAY BE LOW.</p> <p>D). MAINTENANCE PLAN NOT WELL DEVELOPED</p>
<p>5. SUBMITTAL REQUIREMENTS</p> <p>A) Submitted requested information and followed directions of RFP.</p> <p>B) Additional materials provided.</p>	<p>Out of 10</p> <p><u>9</u> <u>62.5</u></p> <p>Subtotal 5.</p>	<p>NO MAINT PLAN.</p>
<p>6. FINANCIAL RETURN TO CITY</p>	<p>Out of 25</p> <p><u>18</u> <u>80.5</u></p> <p>Subtotal 6.</p>	<p>CONSERVATIVE</p>
<p>TOTAL (out of 100) <u>80.5</u></p>		

RATED BY:

Name: _____

Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/16/12

NAME OF INDIVIDUAL OR COMPANY: Tin Fish - Mike & Sun Chil Knea, Joseph Melluso

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>10</u> <u>10</u> Subtotal 1.	200K SITE INVESTMENT
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>8</u> <u>18</u> Subtotal 2.	OPERATE SIMILAR LOCATIONS IB
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>8</u> <u>26</u> Subtotal 3.	OPERATE RESTURANT AT IB PIER NOT CONCESSION STAND TYPE?
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>7</u> <u>54</u> <u>7</u> Subtotal 4. <u>7</u> <u>7</u>	A) 10-20% B) DRAWING C) REASONABLE LIST OF IMPROVEMENTS W/COSTS D) MANAGEMENT/OPS NOT SITE SPECIFIC.
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>8</u> <u>42</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>15</u> <u>77</u> Subtotal 6.	10-20% MAY BE OPTIMISTIC
TOTAL (out of 100)		<u>77</u>

RATED BY:

Name: _____ Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/15/12

NAME OF INDIVIDUAL OR COMPANY: Buccaneer Café-Charles Anderson & Hector Reyna

EVALUATION CRITERIA	SCORE	COMMENTS
1. LEASEHOLD ENTITY /FINANCIAL A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.	Out of 15 <u>8</u> <u>8</u> Subtotal 1.	SMALL BUSINESS OWNERS - A VARIABLE CAPITAL ??
2. ABILITY A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.	Out of 10 <u>8</u> <u>16</u> Subtotal 2.	OPERATE SIMILAR TYPE CONCERNS AT BUCCANEER. - UNUSUAL BEACH SEASONAL BEACH FRONT ISSUES
3. RELEVANT EXPERIENCE A) Experience with a similar operation to what is being proposed.	Out of 10 <u>9</u> <u>25</u> Subtotal 3.	OPERATE BUC GALLY.
4. LEASE/IMPROVEMENTS/BUSINESS PLAN A) Description of the lease rate; term of lease & sales projections B) Description of proposed improvement; sketch/drawings related to design elements & Improvements. C) Cost estimates and schedule for improvements D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.	Out of 30 <u>7</u> <u>54</u> <u>7.5</u> Subtotal 4. <u>7</u> <u>7.5</u> 29	A) EST 100K to 165K B). VERY CLEAR PLAN FOR EST/EXP IMPROVEMENTS C) COST EST & SCHED. D) SITE SPECIFIC OPS PLAN.
5. SUBMITTAL REQUIREMENTS A) Submitted requested information and followed directions of RFP. B) Additional materials provided.	Out of 10 <u>9</u> <u>63</u> Subtotal 5.	
6. FINANCIAL RETURN TO CITY	Out of 25 <u>18</u> <u>81</u> Subtotal 6.	80%
TOTAL (out of 100)		
		<u>81</u>

RATED BY:

Name: _____

Title: _____

**REQUEST FOR PROPOSAL
RATING FORM**

PROJECT: Lease of City-owned Real Property at 302 N. the Strand

DATE: 2/15/12

NAME OF INDIVIDUAL OR COMPANY: Sonic - D&M Investment Partners

EVALUATION CRITERIA	SCORE	COMMENTS
<p>1. LEASEHOLD ENTITY /FINANCIAL</p> <p>A) Evidence of the financial ability of the prospective lessee to lease the subject property for the purpose of operating and maintaining a retail business serving visitors to the Oceanside Municipal Pier and the beach.</p>	<p>Out of 15</p> <p><u>14</u> <u>14</u></p> <p>Subtotal 1.</p>	<p>REGIONAL CHAIN</p>
<p>2. ABILITY</p> <p>A) Ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.</p>	<p>Out of 10</p> <p><u>10</u> <u>24</u></p> <p>Subtotal 2.</p>	
<p>3. RELEVANT EXPERIENCE</p> <p>A) Experience with a similar operation to what is being proposed.</p>	<p>Out of 10</p> <p><u>8</u> <u>32</u></p> <p>Subtotal 3.</p>	<p>NO SIMILAR STORE NON OPERATIONAL CONCESSIONS</p>
<p>4. LEASE/IMPROVEMENTS/BUSINESS PLAN</p> <p>A) Description of the lease rate; term of lease & sales projections</p> <p>B) Description of proposed improvement; sketch/drawings related to design elements & Improvements.</p> <p>C) Cost estimates and schedule for improvements</p> <p>D) Description of the operation, management and maintenance proposed, including hours of operation & seasonal variations.</p>	<p>Out of 30</p> <p><u>5</u> <u>54</u></p> <p><u>5</u> Subtotal 4.</p> <p><u>5</u></p> <p><u>7</u></p> <p><u>22</u></p>	<p>LEASE RATE 3% LOW</p> <p>IMPROVEMENTS PLANS & EST.</p> <p>GOOD OPS PLAN - MANAGE OVER STAFFING</p>
<p>5. SUBMITTAL REQUIREMENTS</p> <p>A) Submitted requested information and followed directions of RFP.</p> <p>B) Additional materials provided.</p>	<p>Out of 10</p> <p><u>5</u> <u>63</u></p> <p><u>4</u> Subtotal 5.</p> <p><u>9</u></p>	
<p>6. FINANCIAL RETURN TO CITY</p>	<p>Out of 25</p> <p><u>5</u> <u>68</u></p> <p>Subtotal 6.</p>	<p>3% LOW</p>
TOTAL (out of 100)		<u>68</u>

RATED BY:

Name: _____

Title: _____