

Addendum to SEA Sparks RFI 26-8 Kick Starter CA-29

The Seattle-Tacoma International Airport (SEA), Airport Dining and Retail (ADR) team develops, supports, manages, and promotes long-term (inline) leases and concessions agreements for approximately 85 tenants operating +130 shops, stores, restaurants, and vending machines.

The SEA Sparks program is an element of the ADR Small Business Enterprise program and curates limited term and scaled opportunities for new and novice airport concessions entities to adapt, grow, mature, and iterate in the highly competitive SEA concessions ecosystem.

SEA Sparks uses the Request for Information (RFI) process to solicit responses (proposals) from proposers or respondents for its 5 categories and 24 limited-term opportunities. The RFI process is informal – meaning it is less restrictive, less rigorous, and less costly than an RFP solicitation.

SEA Sparks RFI 26-8 Kick Starter CA-29 announces a limited-term opportunity (maximum one (1) year) to operate the Port-owned and maintained SEA Sparks Kick Starter cart. The successful proposer will produce, package and sell, or purchase and re-sell prepared, shelf-stable, and/or refrigerated foods and beverages only. Prohibited items include foods and beverages requiring hot holding or reheating, containing alcohol or cannabis, and onsite production and packaging.

Permissible merchandise includes commercially manufactured or self-produced, shelf stable or refrigerated, pre-packaged and individually wrapped snacks, candy, sandwiches, canned and bottled soft drinks, candy and confections, and permissible baked goods. Limitations and constraints are listed in *Opportunity Overview, Terms & Conditions, and Attachment C*.

Any response proposing or requesting permission, authorization, or an exemption to reheat or hot hold any foods and/or beverages will be disqualified. Any response proposing or requesting additional furnishings, fixtures, and equipment (FF&E), including hand sink, potable water, wastewater catchment, freezer, and/or additional electrical capacity will also be disqualified.

When you respond or submit a proposal, please describe your journey and management experience, and personalize your brand or concept storyline. Be sure to answer all questions and provide all required information. ADR recommends copying & pasting questions then answering in *italics* or a **contrasting** color. Please include a one-year profit and loss projection – we will need to validate your understanding of cost of goods sold (COGS) and financial viability.

If this is the first time you have written an RFI response or proposal, please read the next page for instructions and recommendations. If you have written a response or proposal for an RFI but not ADR or SEA Sparks, please read the next page for instructions and recommendations. In either case, please remember to submit your response or proposal as a PDF file and not a Google Docs link, MS Word file, or other format. These are unacceptable file formats and will be disqualified.

Tips, Instructions, and Recommendations

Below is a sample Form A.3 Proposer Information Form completed with fictitious information:

FORM A.3 PROPOSER INFORMATION FORM

Company Legal Name (Exactly as it will appear in the Lease and Concessions Agreement)

Two Ray Brands, LLC, DBA Ray Ray Donuts

Name and Title (of individual authorized to execute the Agreement on behalf of proposer)

Ray Ray Jackson

Agreement Mailing Address

1111110 First Avenue, Suite 999

City

Seattle

State

WA

Zip

98000

Telephone Number

(012) 345-6789

Email

rayray@tworaybrandsllc.com

Will you execute an Agreement in substantially the same form as the draft provided with the RFI?

Yes No

If no, please state desired changes:

Request reductions in auto liability and business insurance requirements.

Product/Concept Information:

1. Proposed Store Name and description of concept:

Ray Ray's - delightful donuts and drinkable drinks

2. Rationale for selecting the SEA Sparks program

I am interested in determining if my concept can adapt, grow, and thrive in the SEA concessions ecosystem. This program affords short-term tenancy, lower entry barriers, reduced costs, ADR and mentor support, a 30-day “no-fault” escape clause, and a path to longer term inline concessions.

3. Explain why you believe the concept will be successful at SEA

SEA does not have an existing proprietary donut shop. ADR tenants selling donuts are buying and reselling another brand. Our donuts are made daily in Tukwila, then packaged individually or in multi-packs for optimal flavor and freshness. Our delivery cadence and drivers will ensure product availability throughout the day (including weekends and holidays). We will also produce, package, and sell “dough nuggets” (kids) and offer gluten and allergen free menu selections. We will sell bottles and cans to include milk, soft drinks, juices, and caffeinated beverages.

4. List all distributors, suppliers, and sources of compostable packaging

Sysco, US Foods, and online sources

5. Provide a menu, proposed pricing, allergen information, and kids' options

Donuts: \$2 each, 3 @ \$5, 13 @ \$17.50, large orders will be priced accordingly
Drinks: \$4 each (Coca Cola branded products)

6. Describe personnel hygiene, cleaning routines, and sanitation cadences

Hairnets and gloves if/when necessary, hourly handwashing and food contact surface cleaning and sanitation, weekly deep cleaning, and spot and routine cleaning and sanitation as required by King County Public Health.

The responses in blue above are for demonstration purposes only. When drafting your proposal, please be concise and accurate. If you can write a compelling story in 6 pages with pictures and spreadsheets, your proposal will be easier to read and understand.

Remember, this is not an RFP – you don't need a 50-page, full-color presentation with charts and graphs and audited financials to describe your concept. Keep it simple.