

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY



V. Concepts: Design and Financial Feasibility

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

In this section, ERA created an operating financial profile of the proposed market facility for each of the concept plans developed by Law/Kingdon. The financial analysis includes projections of operating revenues and expenses for each scenario. This section includes the design concepts and pro-formas for every concept except for the preferred concept 1B-2, which is described in Section II of this report.

Key Assumptions

In all of the scenarios, ERA's financial analysis was based on the following assumptions:

- The market will include an indoor market hall as well as some outdoor plazas to accommodate stalls for a farmers market.
- The market hall facility will be open all year-round, six days a week. The farmers market will operate twice a week but will be closed during winter months.
- The development costs of the market will be funded almost entirely by the City, with some matching contribution from the West 21st Street CDC.
- Because the development costs will be covered by existing funds and will not require outside financing, the analysis does not include any debt service costs.

- The CDC, a tax-exempt non-profit organization, will be in charge management and operations once the building is completed.
- The City will retain ownership of the land and the building, but will lease the facility to the CDC at a nominal rate. Therefore, there are no assumed land costs in the financial analysis.
- The majority of vendors at the market will be “start-up” businesses with little capital of their own. This implies that the rents and other charges have to be sufficiently low to be affordable to the businesses.
- Indoor tenants in the market hall building will be generally on multi-year leases. Outdoor farmers market tenants will rent stalls by the day.
- The analysis includes the real costs of providing municipal services such as garbage collection. There is no implicit subsidy in the pro-forma.
- The model incorporates an inflation factor of three percent annually.
- The model also estimates annual rent increases of two percent annually over inflation.

Project Revenues

The following are the major sources of revenue for all market scenarios:

- Vendor rents – For most markets, the single most important source of revenues consists of rents collected from vendors. ERA has assumed that the market will collect fixed rents from indoor tenants calculated on a square-foot basis. Outdoor vendors will also be charged rents for the use of the stalls by the day.

The rent structure for indoor market vendors is based on the type of goods or merchandise sold and the estimated sales achieved per square foot for that category. For example, vendors of food and beverage generally have higher sales per square foot than vendors of produce and meats, and therefore are charged a slightly higher rent per square foot. The suggested vendor rents by category are presented in the following table, and were used to calculate project revenues for each scenario.

Rent Structure by Vendor Type	
Vendor type	Avg Rent
Restaurants (sit-down, anchor restaurants)	\$24/sq. ft.
Prepared and Specialty Foods (cafes, ethnic foods, bakeries, etc.)	\$22/sq. ft.
Produce, Meats, Cheese, Seafood, etc.	\$15/sq.ft.
Apparel and Accessories	\$18/sq.ft.
Specialty (Arts, Jewelry, Gifts, Flowers)	\$20/sq.ft.
Day vendors - farmers market	\$25/stall/day

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- Common area maintenance (CAM) charges – In addition to the rents, vendors will also be charged a common area maintenance fee which helps to defray the costs of building maintenance.
- Events, advertising and sponsorships – Many public markets are increasingly looking to supplement their vendor-generated revenues with revenues from special events, sponsorships, and by providing space in plazas or in the market building for advertising.
- Cold storage fees – In some of the design concepts, cold storage space was designated. Vendors will be charged a flat fee of \$50 per month for use of cold storage units.
- Parking – Though this is a revenue generator for some public markets, ERA does not anticipate that the Nomar International Market will charge for public parking. For the most part, the market facility will rely on shared parking to be able to provide enough spaces for visitors.

Project Expenses

ERA has identified the following major cost items for the operation of the market facility:

- Personnel – Personnel costs are usually the biggest expense in the operations budget of a public market. To ensure the success of the market, it is important to recruit highly qualified and motivated staff. The staffing plan is different for each scenario, given budget constraints. The key management and operations staff positions include:
 - o Market Director- The market director provides leadership and acts as the chief liaison with the CDC Board and City staff. The market director implements strategic decisions concerning the market, heads up fundraising efforts, manages the market's budget, and serves as the spokesperson for the facility. The ideal candidate should be experienced in leadership and management positions, and should have an entrepreneurial background. The estimated salary for this position is \$64,000 full-time.
 - o Market Manager – The Market Manager handles the day-to-day operations of the market, including leasing, managing vendor issues, planning of programs and events, office administration,

and any other issues that may arise on a daily basis. The ideal candidate has a strong background in retail and/or property management. The estimated salary for this position is \$40,000 full-time and \$30,000 part-time.

- o Maintenance Staff – The market building and grounds will require on-site maintenance staff to keep the facility functioning and clean. The wages for this position are estimated at \$16,000 per full-time employee.
 - o Security – Because the City is not providing any police services to the market, some security staff will be needed. The wages for this position are estimated at \$24,000 per full-time employee.
- Marketing/Advertising/Events – The market's success will largely be determined in the first few years of operation. In order to attract customers and vendors, the market will need to have an active marketing campaign, which may include ads in the newspaper, radio, and other media; posters and flyers distributed around town; and holding special events. In the first two to three

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years, the marketing budget will be larger than in the following years, once the facility has become better established.

- Utilities – The second largest cost to public markets is the cost of providing utilities. The market building will be heated but not cooled, and will require gas, electric, and water/sewer utilities. The cost of utilities is only partially offset by CAM charges.
- Garbage and Recycling – Because the City is not planning to subsidize any of its services to the market, ERA has estimated the annual cost of trash collection.
- Other costs – The market will incur additional operating costs such as insurance, legal/professional costs, and permits/fees. It is assumed that the facility will be covered by the City's liability insurance.
- Contingency – The model has built in a contingency factor of 10 percent of total expenses to account for certain capital replacement costs, tenant improvement allowances, and other factors that may come up during the course of the market's operations.

Pro-Formas by Scenario

As mentioned above, ERA developed detailed pro-formas for each of the concept plans developed by Law/Kingdon. The preferred concept, Concept 1B-2, is presented in the Executive Summary. The following describes the operating budget for each of the alternative scenarios considered.

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Concept 1A

This concept includes a building with about 9,600 square feet of leasable space, in addition to some open areas and plazas where about 31 outdoor vendors could be accommodated. Based on the leasable space provided in this scheme, ERA developed the tenancing plan for the below concept.

Because the concept cannot accommodate restaurants within the market building due to site constraints, the proposed tenant mix includes a larger percentage of prepared and specialty food stands, produce/meats/cheese/seafood ven-

the outdoor spaces are estimated to accommodate about 31 tents for farmers market vendors. In total, Concept 1A provides space for approximately 60 vendors.

Based on this tenancing mix, the project is estimated to generate annual average rents of \$18 per square foot overall, and \$19 per square foot for tenants in the market building.

Table V-4 on the following page presents a detailed operating pro forma for Concept 1A. Below are some of the key

operating issues identified in this analysis:

- The staffing plan includes a full-time Market Director, a part-time Market Manager, two full-time maintenance and one security staff. Fringe benefits (health insurance and payroll taxes) are an additional 25 percent of wages. Personnel accounts for almost half of all operating expenses.
- Because of the small size of the market and the limited staffing, it is assumed that there would be only three annual events held. Events and sponsorships are estimated to bring in annual revenues in the range of \$15,000 to \$18,000 a year.
- The marketing and advertising budget accounts for eight to 12 percent of total revenues. Marketing expenses will be heavier in the first three years of the project.
- The vacancy rates at the market will decline over time. At opening in Year 1, the market is expected to have a vacancy rate of 15 percent, which will stabilize to five percent by Year 3.

Scheme 1A Vendor Type	<u>Share</u>	<u>Sq Ft</u>	<u>Vendors</u>
Restaurants (sit-down, anchor restaurants)	0%		
Prepared and Specialty Foods (cafes, ethnic foods, bakeries, etc.)	27%	3,400	7
Produce, Meats, Cheese, Seafood, etc.	20%	2,500	5
Apparel and Accessories	9%	1,200	5
Specialty (Arts, Jewelry, Gifts, Flowers)	20%	2,500	10
Total Indoor Market		9,600	28
Day vendors - farmers market	24%	3,100	<u>31</u>
Total	100%	12,700	59

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- Utilities costs are estimated at about \$47,000 per year for the building, escalating with inflation over time. Garbage collection costs are estimated at about \$15,000.
- Office administration costs include a one-time expense of about \$12,000 in the first-year to equip the space with computers, printers, faxes, telecommunications, etc. After that, the cost of office management drops down to about \$5,000 annually.

As shown by the Net Operating Income, the Scheme 1A project is unable able to generate enough revenues to cover operating expenses for the first eight years of operation. The operating shortfall is \$131,000 in Year 1 and declines to \$86,000 by Year 8 as the project leases up and rents begin to increase. The operating gap is due to the fact that the rents generated by the small amount of leasable space are insufficient to cover the costs of personnel, utilities, and other fixed overhead expenses. From Year 1 to Year 8, the total cost to subsidize the operations of the market is nearly \$800,000.

Concept 1A

Building Area Data

Leasable Area	9,600 s.f.
Common Areas	8,600 s.f.
Total gross building area	18,200 s.f.

Leasable Area Data

31 interior tenant modules @ 240 s.f. each	7,440 s.f.
12 interior truck tenant modeules @ 240 s.f. each	2,160 s.f.
31 exterior stalls (tents) @ 100 s.f. each	3,100 s.f.
Market gross leasable area	12,700 s.f.

Parking Data

Required	73 stalls
Provided on-site	32 stalls
Shared off-site (across Market Street)	41 stalls
On-street	0 stalls
Total Provided	73 stalls

Estimated Project Costs

Property Acquisition (bait shop only)	\$65,000.00
Demolition (bait shop only)	\$10,000.00
Site Development (1.16 Acres, parking, market plaza, pad prep)	\$451,000.00 – \$523,160.00
Building Development	\$764,400.00 – \$910,000.00
Contingency (3% of 1,215,400.00 – 1,433,160.00)	\$36,462.00 – \$42,995.00
Soft Costs (Architectural/Engineering, Survey, Other Fees, etc.)	\$97,232.00 – \$114,653.00
Total	\$1,424,094.00 – \$1,665,808.00

Future On-site Restaurant

Restaurant gross building area (84 seat):	2,800 s.f.
Required on-site parking	28 stalls
Provided on-site parking	28 stalls
Site Development (pad prep)	\$15-\$31,000.00
Building Development	\$490-\$560,000.00
Total	\$505-\$591,000.00

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Table V-4
OPERATING BUDGET
CONCEPT 1A

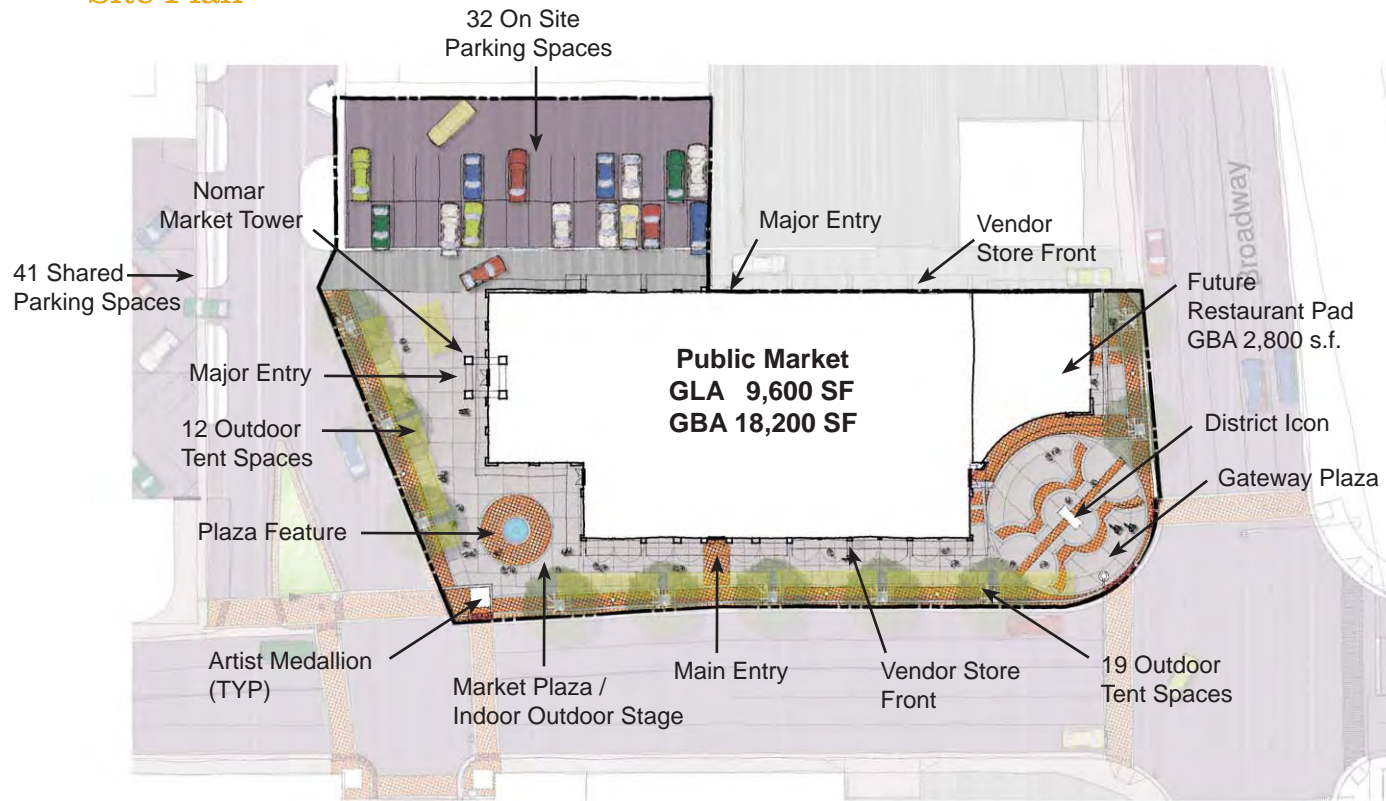
		<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>	<u>Year 6</u>	<u>Year 7</u>	
INCOME									
Vendor Rents		173,000	182,000	191,000	200,000	211,000	221,000	232,000	24
Common Area Charges		35,000	36,000	38,000	40,000	42,000	44,000	46,000	4
Vacancy/Credit Loss		-27,000	-18,000	-10,000	-10,000	-11,000	-11,000	-12,000	-7
Events/Advertising/Sponsorships		15,000	15,000	16,000	16,000	17,000	17,000	18,000	·
Total Income		196,000	215,000	235,000	246,000	259,000	271,000	284,000	28
EXPENSES									
Personnel									
Market Director	1 FTE @ \$64,000	64,000	66,000	68,000	70,000	72,000	74,000	76,000	·
Market Manager	0.5 FTE @ \$30,000	30,000	31,000	32,000	33,000	34,000	35,000	36,000	·
Maintenance/Janitorial	1 FTE @ 16,000	16,000	16,000	17,000	17,000	18,000	19,000	19,000	·
Security	1 FTE @ \$24,000	24,000	25,000	25,000	26,000	27,000	28,000	29,000	·
Fringe Benefits		34,000	35,000	36,000	37,000	38,000	39,000	40,000	4
Marketing/Advertising		24,000	26,000	24,000	20,000	21,000	22,000	23,000	·
Office Equipment/Administration		12,000	5,000	5,000	5,000	5,000	5,000	5,000	·
Events		4,000	4,000	4,000	4,000	5,000	5,000	5,000	·
Legal/Professional		10,000	10,000	10,000	11,000	11,000	11,000	11,000	·
Property Taxes		0	0	0	0	0	0	0	·
Insurance		1,000	1,000	1,000	1,000	1,000	1,000	1,000	·
Fees/Permits		4,000	4,000	4,000	4,000	5,000	5,000	5,000	·
Maintenance Supplies/ Equipment		12,000	12,000	13,000	13,000	14,000	14,000	14,000	·
Utilities		47,000	48,000	50,000	51,000	53,000	54,000	56,000	·
Garbage and Recycling Collection		15,000	15,000	16,000	16,000	17,000	17,000	18,000	·
Contingency (% of expenses)	10%	30,000	30,000	31,000	31,000	32,000	33,000	34,000	·
Total Expenses		327,000	328,000	336,000	339,000	353,000	362,000	372,000	38
Net Operating Income		-131,000	-113,000	-101,000	-93,000	-94,000	-91,000	-88,000	-8
KEY ASSUMPTIONS									
Gross Market Area	18,200								
Market Leasable Space	9,600								
Average Annual Rent/SF (NNN)	18.00								
Common Area Charges as % of Rent	20%								
Operating Months per year	12								
Operating days per month	25								
Events per Year	3	3	3	3	3	3	3	3	
Fringe Benefits as % of Wages	25%								
Vacancy Rates		15%	10%	5%	5%	5%	5%	5%	
Annual Inflation	3%	1.00	1.03	1.06	1.09	1.13	1.16	1.19	
Rent Growth over Inflation	2%	1.00	1.02	1.04	1.06	1.08	1.10	1.13	
Marketing as % of Revenues	8-12%	12%	12%	10%	8%	8%	8%	8%	

Source: Economics Research Associates

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Concept 1A Site Plan



Total Site Area: 50,371sf (1.16ac)
(Boundary shown on plan)

Building Area: 18,200sf
Gross Leasable Area: 9,600sf

CDC Hardscape Improvement Area: 8,040sf
(Area includes 5' from south and east facades and plaza at west end of the market)

City of Wichita Streetscape Improvement Area: 9,545sf
(Area extends along 21st Street and Broadway from 16" behind curb to approximately 5' from building façade)

Outdoor Tenant Spaces
Tents: 30 Vendor Spaces

Interior Truck Modules: 12 stalls

Required Parking: 73 Stalls
(4 stalls/1,000sf)

Provided On-site Parking: 32 Stalls

Off-Site Shared Parking: 41 Stalls

Future 84-seat Restaurant Area: 2,800sf

Concept 1A utilizes the land area remaining after right-of-way acquisition for the 21st Street and Broadway intersection improvement project. The concept uses the entire site area for market building and outdoor market/plaza uses.

Features:

- Large plaza space at 21st Street and Broadway intersection for District Icon, restaurant seating, pedestrian activity space, market tents/kiosks, performance space
- Secondary plaza space at 21st Street and Market for pedestrian fountain, outdoor dining, market tents, and small performance venue
- Acquisition of parcel north of Market for on-site parking and truck vendor during weekends.
- Shared parking agreement to utilize existing parking facilities west of Market Street.
- Utilize existing alley north of Market for access and loading zone for vendors.
- Market tents to be incorporated along 21st Street frontage.
- 21st Streetscape to include amenity zone to 5' behind the curb

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Concept 1A Floor Plan



- Tenant Space
- Service Space

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Concept 1A Elevations



South



West



East



North

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Concept 1B

This concept, which assumes a realignment of Market Street, opening up more of the site to development, includes a building with about 13,720 square feet of leasable space in addition to some open areas and plazas where outdoor vendors could be accommodated. There is an adjacent restaurant pad east of the market building, which the concept plan shows as being built out separately from the Nomar International Market. Based on the leasable space provided in this scheme (excluding the restaurant space), ERA developed the following tenanting plan for the concept:

Because the restaurant is not included as part of the development costs for this project, the proposed tenant mix includes a larger percentage of prepared and specialty food stands, produce/meats/cheese/seafood vendors, and specialty vendors. The outdoor spaces are estimated to accommodate about 25 to 30 farmers market vendors. In total, Concept 1B provides space for approximately 60 vendors. Based on this tenanting mix, the project is estimated to generate annual average rents of \$18 per square foot overall, and \$19 per square foot for tenants in the market building.

Table V-1 on the following page presents a detailed operating pro forma for Scheme 1B. Below are some of the key operating issues identified in this analysis:

- The staffing plan includes a full-time Market Director, a part-time Market Manager, and limited maintenance and security staff. The staffing has been slimmed down to cut down on personnel costs. In this case, it is assumed that the Market Director would take on some of the day-to-day management duties traditionally left to the Market Manager, and that the clerical work would be handled by both the Market Director and the part-time Manager. Fringe benefits (health insurance and payroll taxes) are an additional 25 percent of wages. Personnel accounts for almost half of all operating expenses.
- The plaza space in this scheme would allow for up to three annual events at the market. Events and sponsorships are estimated to bring in annual revenues in the range of \$15,000 to \$35,000 a year as the number of events and popularity of the market grow.

Scheme 1B			
<u>Vendor type</u>	<u>Share</u>	<u>Sq Ft</u>	<u>Vendors</u>
Restaurants (sit-down, anchor restaurants)	0%	0	
Prepared and Specialty Foods (cafes, ethnic foods, bakeries, etc.)	28%	4,000	8
Produce, Meats, Cheese, Seafood, etc.	20%	2,900	6
Apparel and Accessories	12%	1,700	7
Specialty (Arts, Jewelry, Gifts, Flowers)	22%	3,200	13
Total Indoor Market		11,760	35
Day vendors - farmers market	18%	2,600	<u>26</u>
Total	100%	14,360	61

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- The marketing and advertising budget accounts for eight to 12 percent of total revenues. Marketing expenses will be heavier in the first three years of the project.
- Because of the larger amount of leasable space, it will take slightly longer to lease up in this scheme. At opening in Year 1, the market is expected to have a vacancy rate of 15 percent, which will stabilize to five percent by Year 4.
- The building's larger size also implies higher utility costs. Utilities costs are estimated at about \$62,000 per year and garbage collection costs are estimated at about \$20,000.
- Office administration costs include a one-time expense of about \$12,000 in the first-year to equip the space with computers, printers, faxes, telecommunications, etc. After that, the cost of office management drops down to about \$5,000 annually.

The Net Operating Income in Scheme 1B is negative through Year 8, though

the subsidy required declines over time as the market becomes more established. The operating gap is due to the fact that the rents generated by the small amount of leasable space are insufficient to cover the costs of personnel, utilities, and other fixed overhead expenses. Over the first eight years, the operating shortfall totals \$430,000 in this scenario.

Concept 1B

Building Area Data

Leasable Area	11,760 s.f.
Common Areas	10,068 s.f.
Total gross building area	21,828 s.f.

Leasable Area Data

49 interior tenant modules @ 240 s.f. each:	11,760 s.f.
26 exterior stalls (tents) @ 100 s.f. each:	2,600 s.f.
Market gross leasable area:	14,360 s.f.

Parking Data

Required	88 stalls
Provided on-site	32 stalls
Shared off-site (across Market Street)	56 stalls
On-street	0 stalls
Total Provided	88 stalls

Estimated Project Costs

Property Acquisition (bait shop only)	\$65,000.00
Demolition (bait shop only)	\$10,000.00
Site Development (1.28 Acres, parking, market plaza, street, pad)	\$586,000.00 – \$679,760.00
Building Development	\$916,780.00 – \$1,091,400.00
Contingency (3% of 1,502,780.00 – 1,771,160.00)	\$45,083.00 – \$53,135.00
Soft Costs (Architectural/Engineering, Survey, Other Fees, etc.)	\$120,224.00 – \$141,693.00
Total	\$1,743,087.00 – \$2,040,988.00

Future On-site Restaurant

Restaurant gross building area (84 seat)	2,800 s.f.
Required on-site parking	28 stalls
Provided shared parking	28 stalls
Site Development (pad prep)	\$15-\$31,000.00
Building Development	\$490-\$560,000.00
Total	\$505-\$591,000.00

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Table V-1
OPERATING BUDGET
CONCEPT 1B

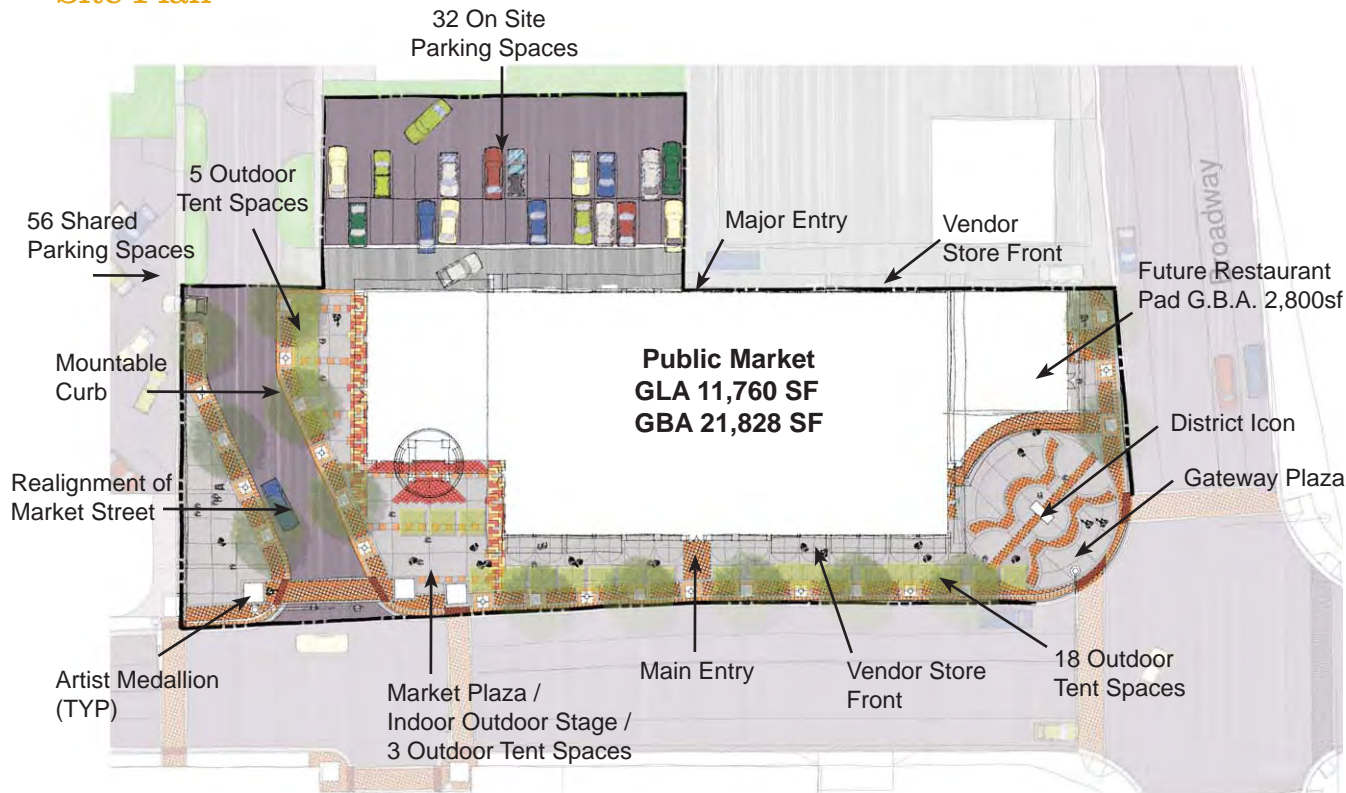
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8
INCOME								
Vendor Rents	258,000	272,000	285,000	300,000	315,000	331,000	348,000	365,000
Common Area Charges	52,000	54,000	57,000	60,000	63,000	66,000	70,000	73,000
Vacancy/Credit Loss	-41,000	-27,000	-20,000	-15,000	-16,000	-17,000	-17,000	-18,000
Events/Advertising/Sponsorships	15,000	20,000	20,000	30,000	30,000	35,000	35,000	35,000
Total Income	284,000	319,000	342,000	375,000	392,000	415,000	436,000	455,000
EXPENSES								
Personnel								
Market Director	1 FTE @ \$64,000	64,000	66,000	68,000	70,000	72,000	74,000	79,000
Market Manager	1 FTE @ \$40,000	40,000	41,000	42,000	44,000	45,000	46,000	49,000
Maintenance/Janitorial	2 FTE @ \$16,000	33,000	34,000	35,000	36,000	37,000	38,000	41,000
Security	1 FTE @ \$24,000	24,000	25,000	25,000	26,000	27,000	28,000	30,000
Fringe Benefits		40,000	42,000	43,000	44,000	45,000	47,000	50,000
Marketing/Advertising		34,000	38,000	34,000	30,000	31,000	33,000	36,000
Office Costs		12,000	5,000	5,000	5,000	5,000	5,000	5,000
Events		4,000	4,000	4,000	4,000	4,000	4,000	4,000
Legal/Professional		10,000	10,000	11,000	11,000	11,000	12,000	12,000
Property Taxes		0	0	0	0	0	0	0
Insurance		1,000	1,000	1,000	1,000	1,000	1,000	1,000
Fees/Permits		4,000	4,000	4,000	4,000	5,000	5,000	5,000
Maintenance Supplies/ Equipment		15,000	15,000	16,000	16,000	17,000	17,000	18,000
Utilities		62,000	64,000	66,000	68,000	70,000	72,000	76,000
Garbage and Recycling Collection		20,000	21,000	21,000	22,000	23,000	23,000	25,000
Contingency (% of expenses)	10%	36,000	37,000	38,000	38,000	39,000	41,000	43,000
Total Expenses		399,000	407,000	413,000	419,000	432,000	446,000	474,000
Net Operating Income		-115,000	-88,000	-71,000	-44,000	-40,000	-31,000	-19,000
KEY ASSUMPTIONS								
Gross Market Area		21,828						
Market Leasable Space		14,360						
Average Annual Rent/SF (NNN)		18.00						
Common Area Charges as % of Rent		20%						
Operating Months per year		12						
Operating days per month		25						
Events per Year	3	3	3	3	3	3	3	3
Fringe Benefits as % of Wages		25%						
Vacancy Rates		15%	10%	7%	5%	5%	5%	5%
Annual Inflation	3%	1.00	1.03	1.06	1.09	1.13	1.16	1.19
Rent Growth over Inflation	2%	1.00	1.02	1.04	1.06	1.08	1.10	1.13
Marketing as % of Revenues	8-12%	12%	12%	10%	8%	8%	8%	8%

Source: Economics Research Associates

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Concept 1B Site Plan



Total Site Area: 56,019sf (1.28ac)
(Boundary shown on plan – Market Street included)

Building Area: 21,828sf
Gross Leasable Area: 11,760sf

CDC Hardscape Improvement Area: 9,670sf
(Area includes 5' from south and east facades and plaza at west end of the market)

City of Wichita Streetscape Improvement Area: 9,791sf
(Area extends along 21st Street and Broadway from 16" behind curb to approximately 5' from building façade)

Outdoor Tenant Spaces
Tents: 26 Vendor Spaces

Required Parking: 96 Stalls
(4 stalls/1,000sf)

Provided On-site Parking: 32 Stalls

Off-Site Shared Parking: 64 Stalls

Future 84 Seat Restaurant Area: 2,800sf

Concept 1B utilizes the land area remaining after right-of-way acquisition for the 21st Street and Broadway intersection improvement project. The concept uses the entire site area for market building and outdoor market/plaza uses. All concepts denoted as "b" also modifies the current alignment of Market Street north of 21st Street to create more market area and a more pedestrian oriented environment. All variations of Concept B utilize the following features:

Features:

- Acquisition of parcel north of Market for on-site parking and truck vendor during weekends.
- Shared parking agreement to utilize existing parking facilities west of Market Street.
- Utilize existing alley north of Market for access and loading zone for vendors.
- Market tents to be incorporated along 21st Street frontage.
- Larger plaza space at the intersection of 21st Street and Market aligned on

Market Street axis for outdoor dining, performance space, plaza, market tent vendor area.

- 21st Streetscape to include amenity zone to 5' behind the curb
 - Pavers
 - Tree wells
 - Streetscape light poles with banners
 - Site amenities
 - Benches
 - Trash Receptacles
 - Bike Racks

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept 1B Floor Plan



- Tenant Space
- Service Space

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept 1B Elevations



South



West



East



North

NOMAR INTERNATIONAL PUBLIC MARKET
CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept 1B-1

This concept is a slight variation from Concept 1B, offering slightly more building area to provide more leasable vendor space. Gross leasable space in this concept totals about 13,000 square feet. ERA developed the tenanting plan for the concept below.

The proposed tenant mix includes almost 40 vendors in the indoor market building, composed largely of prepared food and specialty retail stands, in addition to produce/meats/dairy vendors and apparel and accessories stands. The outdoor spaces are estimated to accommodate about 29 farmers market stalls. In total, Concept 1B-1 provides space for approximately 65 to 70 vendors. Based on this tenanting mix, the project

is estimated to generate annual average rents of \$18 per square foot overall, and \$19 per square foot for tenants in the market building.

Table V-2 on the following page presents a detailed operating pro forma for Concept 1B-1. Because of its similarity to Concept 1B, the operating characteristics are the same as for Concept 1B-1. However, because of the slightly larger leasable space, the revenues generated are greater, reducing the operating gap somewhat.

The Net Operating Income in Scheme 1B-1 is negative through Year 6, and the project becomes feasible in Year 7. Over the first six years, the operating shortfall totals \$240,000 in this scenario.

Scheme 1B-1			
<u>Vendor type</u>	<u>Share</u>	<u>Sq Ft</u>	<u>Vendors</u>
Restaurants (sit-down, anchor restaurants)	0%		0
Prepared and Specialty Foods (cafes, ethnic foods, bakeries, etc.)	27%	4,200	9
Produce, Meats, Cheese, Seafood, etc.	22%	3,500	7
Apparel and Accessories	11%	1,700	7
Specialty (Arts, Jewelry, Gifts, Flowers)	23%	3,600	15
			38
Day vendors - farmers market	17%	29,000	29
	100%	15,900	67

NOMAR INTERNATIONAL PUBLIC MARKET
CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept IB-2

Building Area Data

Leasable Area	13,000 s.f.
Common Areas	10,400 s.f.
Total gross building area	23,400 s.f.

Leasable Area Data

54 interior tenant modules @ 240 s.f. each	13,000 s.f.
29 exterior stalls (tents) @ 100 s.f. each	2,900 s.f.
Market gross leasable area	15,900 s.f.

Parking Data

Required	94 stalls
Provided on-site	32 stalls
Shared off-site (across Market Street)	62 stalls
On-street	0 stalls
Total Provided	94 stalls

Estimated Project Costs

Property Acquisition (bait shop only)	\$65,000.00
Demolition (bait shop only)	\$10,000.00
Site Development (1.28 Acres, parking, market plaza, street, pad)	\$580,065.00 – \$672,875.00
Building Development	\$982,800.00 – \$1,170,000.00
Contingency (3% of 1,502,780.00 – 1,771,160.00)	\$45,083.00 – \$ 53,135.00
Soft Costs (Architectural/Engineering, Survey, Other Fees, etc.)	\$120,224.00 – \$141,693.00
Total	\$1,803,172.00 – \$2,112,703.00

Future Off-site Restaurant

Restaurant gross building area (78 seat)	2,600 s.f.
Required on-site parking	26 stalls
Provided shared parking	26 stalls
Site Development (pad prep)	\$13-\$28,000.00
<u>Building Development</u>	\$455-\$520,000.00
Total	\$468-\$548,000.00

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Table V-2
OPERATING BUDGET
CONCEPT 1B-1

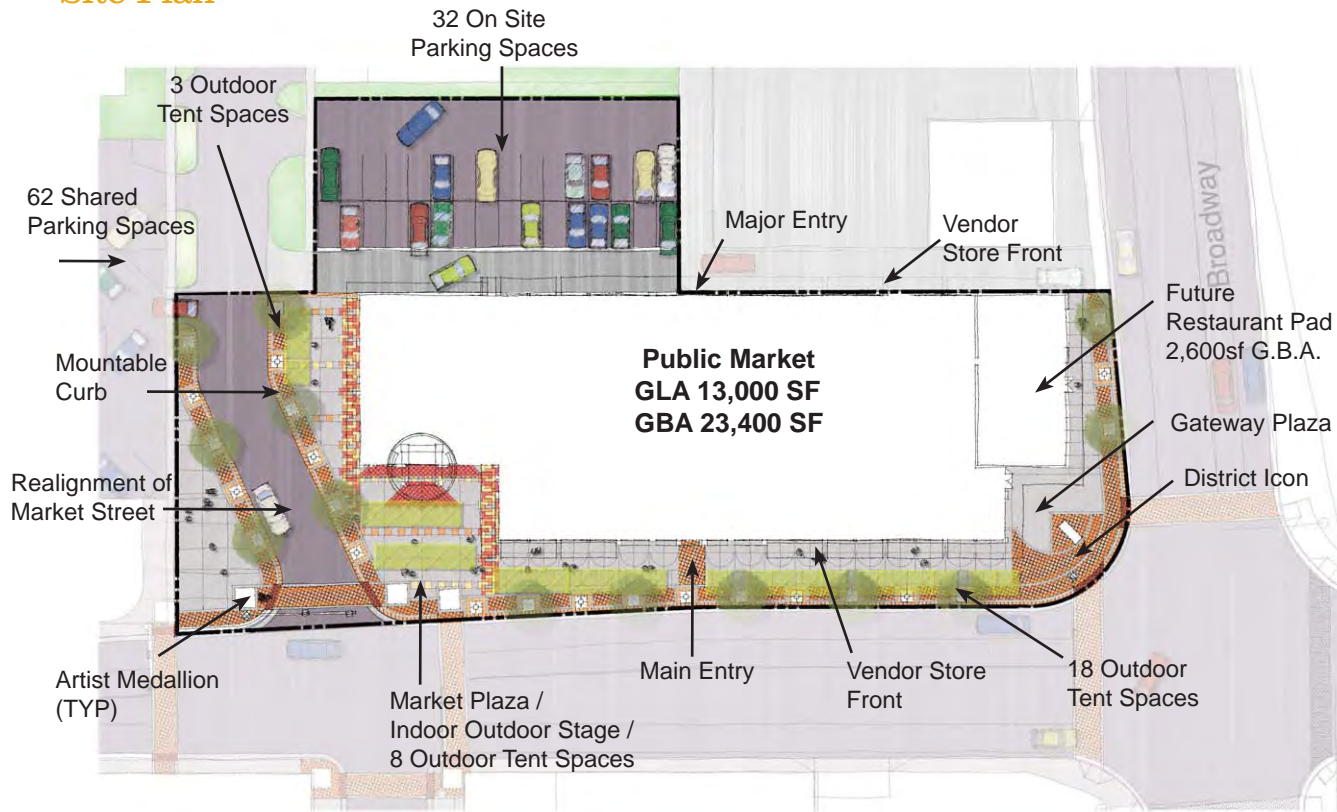
		<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>	<u>Year 6</u>	<u>Year 7</u>
INCOME								
Vendor Rents		281,000	295,000	310,000	326,000	342,000	359,000	378,000
Common Area Charges		56,000	59,000	62,000	65,000	68,000	72,000	76,000
Vacancy/Credit Loss		-44,000	-30,000	-22,000	-16,000	-17,000	-18,000	-19,000
Events/Advertising/Sponsorships		15,000	20,000	20,000	30,000	30,000	35,000	35,000
Total Income		308,000	344,000	370,000	405,000	423,000	448,000	470,000
EXPENSES								
Personnel								
Market Director	1 FTE @ \$64,000	64,000	66,000	68,000	70,000	72,000	74,000	76,000
Market Manager	1 FTE @ \$40,000	40,000	41,000	42,000	44,000	45,000	46,000	48,000
Maintenance/Janitorial	2 FTE @ \$16,000	33,000	34,000	35,000	36,000	37,000	38,000	39,000
Security	1 FTE @ \$24,000	24,000	25,000	25,000	26,000	27,000	28,000	29,000
Fringe Benefits	25% of wages	40,000	42,000	43,000	44,000	45,000	47,000	48,000
Marketing/Advertising		37,000	41,000	37,000	32,000	34,000	36,000	38,000
Office Costs		12,000	5,000	5,000	5,000	5,000	5,000	5,000
Events		4,000	4,000	4,000	4,000	4,000	4,000	4,000
Legal/Professional		10,000	10,000	11,000	11,000	11,000	12,000	12,000
Property Taxes		0	0	0	0	0	0	0
Insurance		1,000	1,000	1,000	1,000	1,000	1,000	1,000
Fees/Permits		4,000	4,000	4,000	4,000	5,000	5,000	5,000
Maintenance Supplies/ Equipment		15,000	15,000	16,000	16,000	17,000	17,000	18,000
Utilities		62,000	64,000	66,000	68,000	70,000	72,000	74,000
Garbage and Recycling Collection		20,000	21,000	21,000	22,000	23,000	23,000	24,000
Contingency (% of expenses)	10%	37,000	37,000	38,000	38,000	40,000	41,000	42,000
Total Expenses		403,000	410,000	416,000	421,000	436,000	449,000	463,000
Net Operating Income		-95,000	-66,000	-46,000	-16,000	-13,000	-1,000	7,000
KEY ASSUMPTIONS								
Gross Market Area	30,000							
Market Leasable Space	15,600							
Average Annual Rent/SF (NNN)	18.00							
Common Area Charges as % of Rent	20%							
Operating Months per year	12							
Operating days per month	25							
Events per Year	3	3	3	3	3	3	3	3
Fringe Benefits as % of Wages	25%							
Vacancy Rates		15%	10%	7%	5%	5%	5%	5%
Annual Inflation	3%	1.00	1.03	1.06	1.09	1.13	1.16	1.19
Rent Growth over Inflation	2%	1.00	1.02	1.04	1.06	1.08	1.10	1.13
Marketing as % of Revenues	8-12%	12%	12%	10%	8%	8%	8%	8%

Source: Economics Research Associates

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept 1B-1 Site Plan



Total Site Area: 56,019sf (1.28ac)
(Boundary shown on plan – Market Street included)

Building Area: 23,400sf
Gross Leasable Area: 13,000sf

CDC Hardscape Improvement Area: 9,324sf
(Area includes 5' from south and east facades and plaza at west end of the market)

City of Wichita Streetscape Improvement Area: 8,382sf
(Area extends along 21st Street and Broadway from 16" behind curb to approximately 5' from building façade)

Outdoor Tenant Spaces:
Tents: 29 Vendor Spaces

Required Parking: 96 Stalls
(4 stalls/1,000sf)

Provided On-site Parking: 32 Stalls

Off-Site Shared Parking: 64 Stalls

Future 78 Seat Restaurant Area: 2,600sf

Features:

- Reduction of the 21st Street and Broadway plaza space for District Icon and outdoor dining
- Enlarged Indoor Market space
- Maintains space for future restaurant pad at 21st Street and Broadway plaza.

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept 1B-1 Floor Plan



- Tenant Space
- Service Space

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept 1B-1 Elevations



South



West



East



North

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept 1B-3

Concept 1B-3 is also a derivation of Concept 1B, but requires significantly more intervention from the City in order to close Market Street to allow for even more building area. Under this scheme, gross leasable space totals about 17,000 square feet in the market building and more than 5,000 square feet in the outdoor plazas.

ERA developed the tenanting plan for the concept below.

With a larger market building, the proposed tenant mix includes almost 50 indoor vendors. The outdoor spaces are also spacious and can accommo

date 45 to 50 stalls. In total, Concept 1B-3 provides space for approximately 95 vendors.

Based on this tenanting mix, the project is estimated to generate annual average rents of \$18 per square foot overall, and over \$19 per square foot for tenants in the market building.

Table V-3 on the following page presents a detailed operating pro forma for Concept 1B-3. The operating characteristics are the same as for Concepts 1B and 1B-1. However, with significantly more leasable space generating more rent revenue for the facility, this is the

only alternative concept that is financially feasible.

The Net Operating Income in Scheme 1B-3 has a small shortfall of \$3,000 in Year 1. With the exception of this small subsidy in the first year, the project is economically self-sustainable, with revenues covering the cost of operating the market.

Scheme 1B-3			
<u>Vendor type</u>	<u>Share</u>	<u>Sq Ft</u>	<u>Vendors</u>
Restaurants (sit-down, anchor restaurants)	0%	0	
Prepared and Specialty Foods (cafes, ethnic foods, bakeries, etc.)	32%	6,200	13
Produce, Meats, Cheese, Seafood, etc.	20%	3,900	8
Apparel and Accessories	12%	2,300	10
Specialty (Arts, Jewelry, Gifts, Flowers)	21%	4,200	18
Total Indoor Market		17,000	48
Day vendors - farmers market	16%	5,100	<u>51</u>
Total	100%	22,100	95

NOMAR INTERNATIONAL PUBLIC MARKET
CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept IB-3

Building Area Data

Leasable Area	17,040 s.f.
Common Areas	11,360 s.f.
Total gross building area	28,400 s.f.

Leasable Area Data

71 interior tenant modules @ 240 s.f. each	17,040 s.f.
51 exterior stalls (tents) @ 100 s.f. each	5,100 s.f.
Market gross leasable area	22,140 s.f.

Parking Data

Required	114 stalls
Provided on-site	32 stalls
Shared off-site (across Market Street)	82 stalls
On-street	0 stalls
Total Provided	114 stalls

Estimated Project Costs

Property Acquisition (bait shop only)	\$65,000.00
Demolition (bait shop only)	\$10,000.00
Site Development (1.28 Acres, parking, market plaza, street, pad)	\$584,640.00 – \$678,182.00
Building Development	\$1,192,800.00 – \$1,420,000.00
Contingency (3% of 1,777,440.00 – 2,098,182.00)	\$35,784.00 – \$62,946.00
Soft Costs (Architectural/Engineering, Survey, Other Fees, etc.)	\$95,424.00 – \$167,855.00
Total	\$1,983,648.00 – \$2,403,983.00

Future Off-site Restaurant

Restaurant gross building area (100 seat)	3,600 s.f.
Required on-site parking	34 stalls
Provided on-site parking	34 stalls
Property Acquisition (body shop only)	\$60-\$75,000.00
Demolition (body shop only)	\$10,000.00
Site Development (on-site parking and pad prep)	\$79-\$98,000.00
<u>Building Development</u>	<u>\$630-\$720,000.00</u>
Total	\$779-\$903,000.00

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Table V-3
OPERATING BUDGET
CONCEPT 1B-3

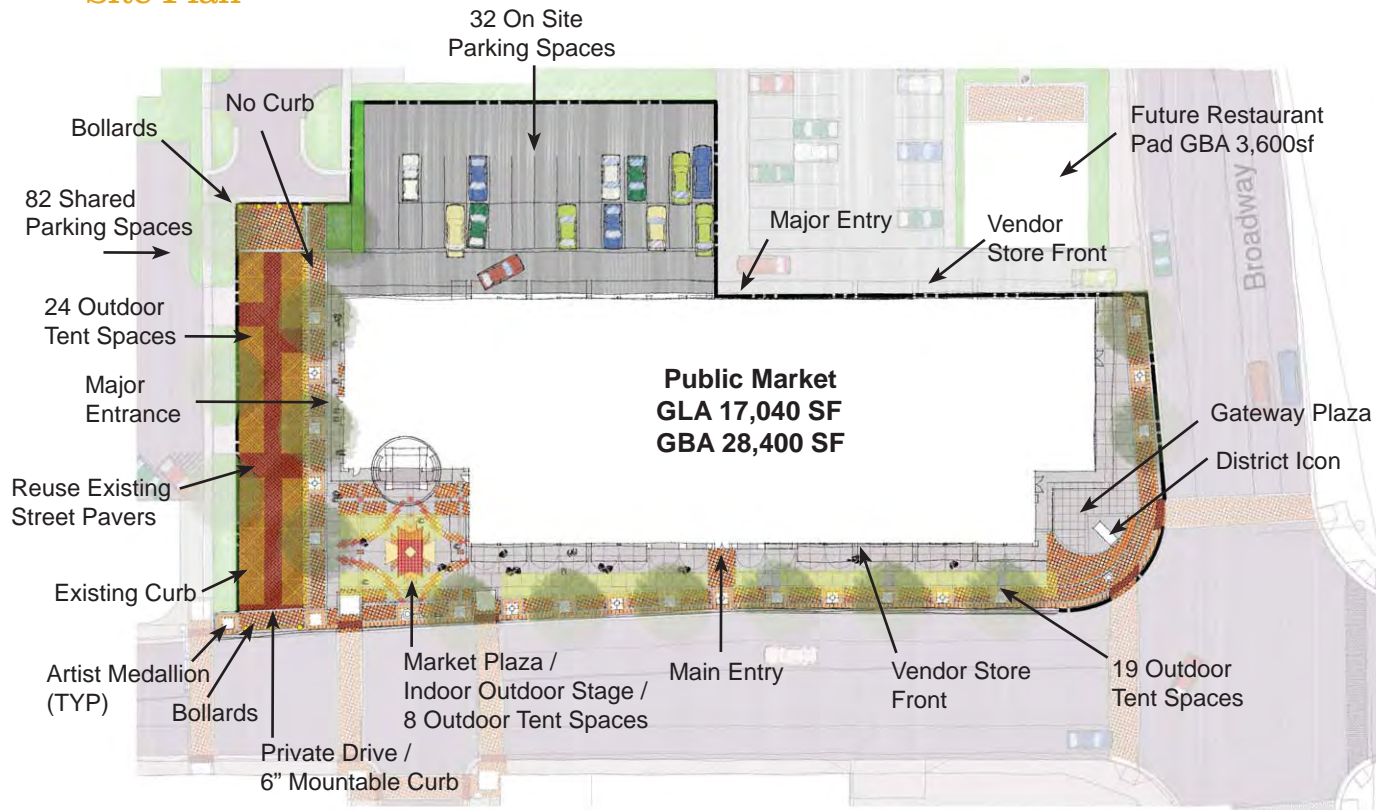
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8
INCOME								
Vendor Rents	383,000	403,000	423,000	445,000	467,000	491,000	516,000	542,000
Common Area Charges	77,000	81,000	85,000	89,000	93,000	98,000	103,000	108,000
Vacancy/Credit Loss	-60,000	-40,000	-30,000	-22,000	-23,000	-25,000	-26,000	-27,000
Events/Advertising/Sponsorships	15,000	20,000	20,000	30,000	30,000	35,000	35,000	35,000
Total Income	415,000	464,000	498,000	542,000	567,000	599,000	628,000	658,000
EXPENSES								
Personnel								
Market Director	1 FTE @ \$64,000	64,000	66,000	68,000	70,000	72,000	74,000	76,000
Market Manager	1 FTE @ \$40,000	40,000	41,000	42,000	44,000	45,000	46,000	48,000
Maintenance/Janitorial	2 FTE @ \$16,000	33,000	34,000	35,000	36,000	37,000	38,000	39,000
Security	1 FTE @ \$24,000	24,000	25,000	25,000	26,000	27,000	28,000	29,000
Fringe Benefits	25% of wages	40,000	42,000	43,000	44,000	45,000	47,000	48,000
Marketing/Advertising		50,000	56,000	50,000	43,000	45,000	48,000	50,000
Office Costs		12,000	5,000	5,000	5,000	5,000	5,000	5,000
Events		4,000	4,000	4,000	4,000	4,000	4,000	4,000
Legal/Professional		10,000	10,000	11,000	11,000	11,000	12,000	12,000
Property Taxes		0	0	0	0	0	0	0
Insurance		1,000	1,000	1,000	1,000	1,000	1,000	1,000
Fees/Permits		4,000	4,000	4,000	4,000	5,000	5,000	5,000
Maintenance Supplies/ Equipment		15,000	15,000	16,000	16,000	17,000	17,000	18,000
Utilities		63,000	65,000	67,000	69,000	71,000	73,000	75,000
Garbage and Recycling Collection		20,000	21,000	21,000	22,000	23,000	23,000	24,000
Contingency (% of expenses)	10%	38,000	39,000	39,000	40,000	41,000	42,000	43,000
Total Expenses		418,000	428,000	431,000	435,000	449,000	463,000	494,000
Net Operating Income		-3,000	36,000	67,000	107,000	118,000	136,000	164,000
KEY ASSUMPTIONS								
Gross Floor Area		28,400						
Market Leasable Space		21,300						
Average Annual Rent/SF (NNN)		18.00						
Common Area Charges as % of Rent		20%						
Operating Months per year		12						
Operating days per month		25						
Events per Year	3	3	3	3	3	3	3	3
Fringe Benefits as % of Wages		25%						
Vacancy Rates		15%	10%	7%	5%	5%	5%	5%
Annual Inflation	3%	1.00	1.03	1.06	1.09	1.13	1.16	1.19
Rent Growth over Inflation	2%	1.00	1.02	1.04	1.06	1.08	1.10	1.13
Marketing as % of Revenues	8-12%	12%	12%	10%	8%	8%	8%	8%

Source: Economics Research Associates

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept 1B-3 Site Plan



Total Site Area: 58,910sf (1.35ac)
(Boundary shown on plan-Market Street converted to plaza street)

Building Area: 28,400sf
Gross Leasable Area: 17,040sf

CDC Hardscape Improvement Area: 10,106sf
(Area includes 5' from south and east facades and plaza at west end of the market)

City of Wichita Streetscape Improvement Area: 9,519sf
(Area extends along 21st Street and Broadway from 16" behind curb to approximately 5' from building façade)

Outdoor Tenant Spaces:
Tents: 51 Vendor Spaces

Required Parking: 114 Stalls
(4 stalls/1,000sf)

Provided On-site Parking: 32 Stalls

Off-Site Shared Parking: 82 Stalls

Future 100 Seat Restaurant Area: 3,600sf

Features:

- Reduction of the 21st Street and Broadway plaza space for District Icon and outdoor dining
- Maximizes Indoor Market space.
- Abandonment of a portion of Market Street north of 21st Street for construction of a private Plaza Street area. Market to be dead-end street north of the market area.
- Plaza Street shall offer vehicular access to parking facilities during weekday and off-season visitors
- Plaza Street to be blocked-off for weekend market events
 - Increased outdoor vendor area
 - Increase outdoor performance space

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept 1B-3 Floor Plan



- Tenant Space
- Service Space

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept 1B-3 Elevations



South



West



East



North

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept 2

Concept 2 is based on the redevelopment of the DAV building to create a new market building of approximately 7,250 square feet. The acquisition of the sites adjacent to the DAV building allow for the development of very large open-air plazas for outdoor vendors as well. Based on the leasable space provided in this scheme and the plaza areas, ERA developed the tenancing plan for the below concept.

The proposed tenant mix is made up of 23 percent prepared foods, 16 percent produce/meat/cheese/specialty stands, 9 percent apparel/accessories, and 17

percent specialty vendors. There are approximately 21 indoor market vendors in this scheme. The outdoor spaces are large in this concept, and are estimated to accommodate about 40 farmers market vendors. In total, Scheme 2 provides space for approximately 60 vendors.

Because there is a lower proportion of indoor market tenants, the project is estimated to generate slightly lower annual average rents of \$17 per square foot overall compared to \$18 in other schemes.

Table V-5 presents a detailed operating pro forma for Option 2. Below are some of the key operating issues identified in this analysis:

- The staffing plan includes a full-time Market Director, a part-time Market Manager, one full-time maintenance and one security staff. Fringe benefits (health insurance and payroll taxes) are an additional 25 percent of wages. Personnel accounts for more than half of all operating expenses in this scenario.
- The larger plaza spaces in this scheme would allow for larger event space, but the limited staffing, small market building and lower revenues will probably only allow for three planned annual events. The events are estimated to bring in supplemental revenues in the range of \$10,000 to \$13,000 a year as the number of events and popularity of the market grow.
- The marketing and advertising budget accounts for eight to ten percent of total revenues.

Scheme 2			
<u>Vendor Type</u>	<u>Share</u>	<u>Sq Ft</u>	<u>Vendors</u>
Restaurants (sit-down, anchor restaurants)	0%		
Prepared and Specialty Foods (cafes, ethnic foods, bakeries, etc.)	23%	2,600	5
Produce, Meats, Cheese, Seafood, etc.	16%	1,800	4
Apparel and Accessories	9%	1,000	4
Specialty (Arts, Jewelry, Gifts, Flowers)	17%	1,900	8
Total Indoor Market		7,250	21
Day vendors - farmers market	35%	3,900	<u>39</u>
Total	100%	11,150	60

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

- In this scheme, the market is estimated to be 95 percent leased by Year 4.
- Utilities costs for the smaller building are estimated at about \$35,000 per year and garbage collection costs are estimated at about \$15,000.
- Office administration costs include a one-time expense of about \$12,000 in the first-year to equip the space with computers, printers, faxes, telecommunications, etc. After that, the cost of office management drops down to about \$5,000 annually.

The Net Operating Income in Scheme 2 remains negative from Year 1 to Year 8, with a deficit of more than \$70,000 in Year 8. The larger operating gap in this scenario is due to the lower revenues achieved with less indoor leasable space, which cannot cover the overhead fixed costs. Over the first eight years, the operating shortfall is more than \$570,000 in this scenario.

Concept 2

Building Area Data

Leasable Area	7,200 s.f.
Common Areas	6,100 s.f.
Total gross building area	13,300 s.f.

Leasable Area Data

30 interior tenant modules @ 240 s.f. each	7,200 s.f.
50 exterior stalls (tents) @ 100 s.f. each	5,000 s.f.
Market gross leasable area	12,200 s.f.

Parking Data

Required	54 stalls
Provided on-site	0 stalls
Shared off-site (across Market Street)	54 stalls
On-street	0 stalls
Total Provided	54 stalls

Estimated Project Costs

Property Acquisition (DAV and adjacent vacant site)	\$325,000.00 – \$400,000.00
Relocation Costs (relocate DAV operations)	\$50,000.00 – \$75,000.00
Interior Demolition	\$5,000.00 – \$10,000.00
Site Development (1.28 Acres, parking, market plaza, street, pad)	\$892,760.00 – \$1,035,602.00
Building Development	\$465,500.00 – \$798,000.00
Contingency (6% of 1,358,260.00 – 1,833,602.00)	\$81,496.00 – \$110,016.00
Soft Costs (Architectural/Engineering, Survey, Other Fees, etc.)	\$108,661.00 – \$146,688.00
Total	\$1,928,417.00 – \$2,575,306.00

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Table V-5
OPERATING BUDGET
CONCEPT 2

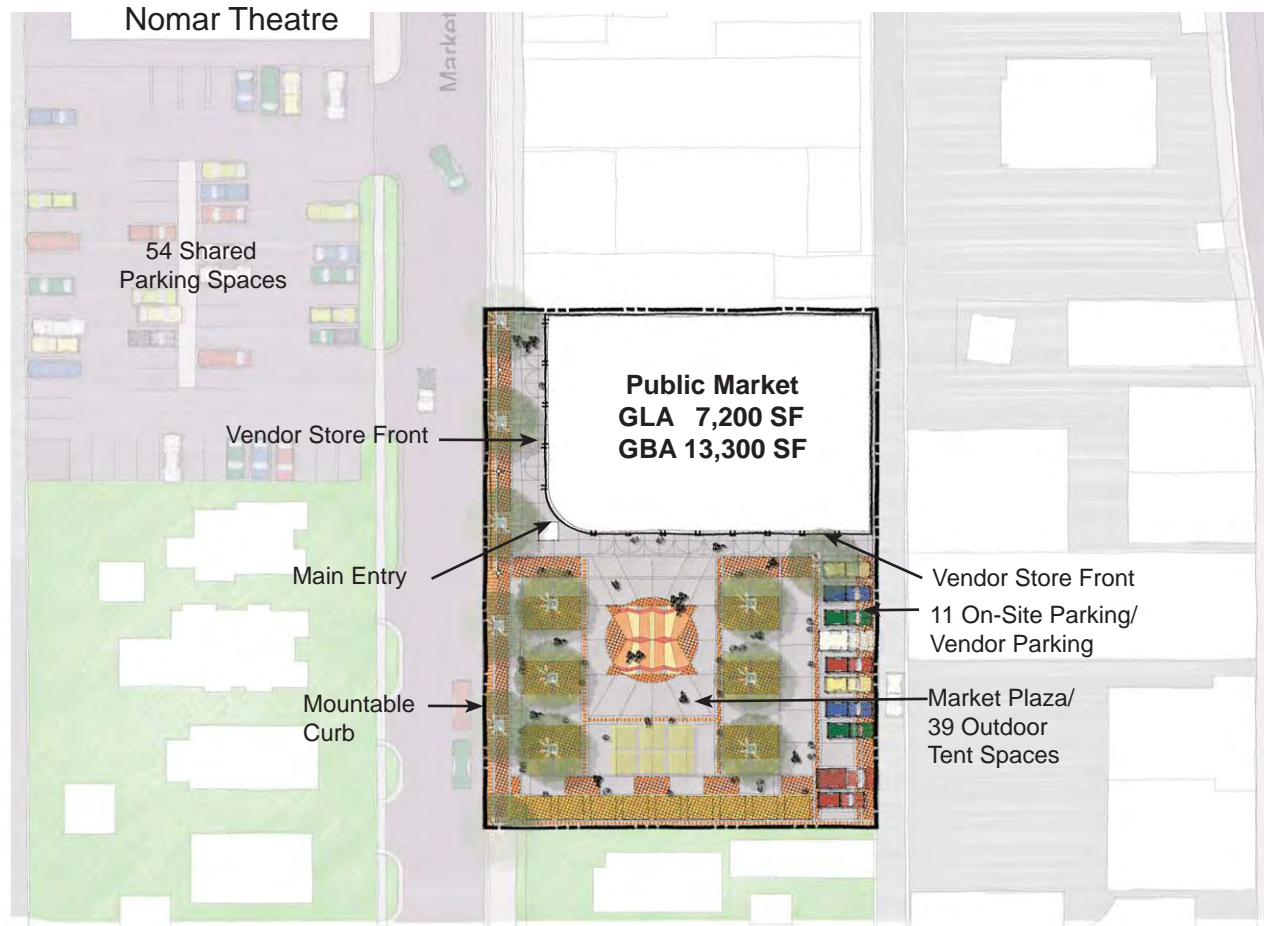
		<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>	<u>Year 6</u>	<u>Year 7</u>
INCOME								
Vendor Rents		190,000	199,000	209,000	220,000	231,000	243,000	255,000
Common Area Charges		38,000	40,000	42,000	44,000	46,000	49,000	51,000
Vacancy/Credit Loss		-30,000	-20,000	-15,000	-11,000	-12,000	-12,000	-13,000
Events/Advertising/Sponsorships		10,000	10,000	11,000	11,000	11,000	12,000	12,000
Total Income		208,000	229,000	247,000	264,000	276,000	292,000	305,000
EXPENSES								
Personnel								
Market Director	1 FTE @ \$64,000	64,000	66,000	68,000	70,000	72,000	74,000	76,000
Market Manager	0.5 FTE @ \$30,000	30,000	31,000	32,000	33,000	34,000	35,000	36,000
Maintenance/Janitorial	1 FTE @ 16,000	16,000	16,000	17,000	17,000	18,000	19,000	19,000
Security	1 FTE @ \$24,000	24,000	25,000	25,000	26,000	27,000	28,000	29,000
Fringe Benefits		34,000	35,000	36,000	37,000	38,000	39,000	41,000
Marketing/Advertising		21,000	23,000	25,000	21,000	22,000	23,000	24,000
Office Costs		12,000	5,000	5,000	5,000	5,000	5,000	5,000
Events		4,000	4,000	4,000	4,000	4,000	4,000	4,000
Legal/Professional		10,000	10,000	11,000	11,000	11,000	12,000	12,000
Property Taxes		0	0	0	0	0	0	0
Insurance		1,000	1,000	1,000	1,000	1,000	1,000	1,000
Events		4,000	4,000	4,000	4,000	5,000	5,000	5,000
Maintenance Supplies/ Equipment		15,000	15,000	16,000	16,000	17,000	17,000	18,000
Utilities		35,000	36,000	37,000	38,000	39,000	41,000	42,000
Garbage and Recycling Collection		15,000	15,000	16,000	16,000	17,000	17,000	18,000
Contingency (% of expenses)	10%	29,000	29,000	30,000	30,000	31,000	32,000	33,000
Total Expenses		314,000	315,000	327,000	329,000	341,000	352,000	363,000
Net Operating Income		-106,000	-86,000	-80,000	-65,000	-65,000	-60,000	-58,000
KEY ASSUMPTIONS								
Gross Market Area	13,300							
Market Leasable Space	11,150							
Average Annual Rent/SF (NNN)	17.00							
Common Area Charges as % of Rent	20%							
Operating Months per year	12							
Operating days per month	25							
Events per Year	3	3	3	3	3	3	3	3
Fringe Benefits as % of Wages	25%							
Vacancy Rates		15%	10%	7%	5%	5%	5%	5%
Annual Inflation	3%	1.00	1.03	1.06	1.09	1.13	1.16	1.19
Rent Growth over Inflation	2%	1.00	1.02	1.04	1.06	1.08	1.10	1.13
Marketing as % of Revenues	8-10%	10%	10%	10%	8%	8%	8%	8%

Source: Economics Research Associates

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept 2 Site Plan



Total Site Area: 35,619sf (.82ac)
(Boundary shown on plan)

Building Area: 13,300sf
Gross Leasable Area: 7,200sf

CDC Hardscape Improvement Area:
22,319sf
(Area includes outdoor market/parking area and streetscape improvements along Market)

Outdoor Tenant Spaces:
Tents: 39 Vendor Spaces
Truck: 11 Vendor Spaces

Required Parking: 54 Stalls
(4 stalls/1,000sf)

Provided On-site Parking: 0 Stalls
(Stalls available during outdoor market)

Off-Site Shared Parking: 54- Stalls

Restaurant Area: 0sf

Concept 2 utilizes the existing DAV building and site for the International Market. The concept will require the acquisition of the south parcel adjacent to the DAV site. Features of Concept 2 are:

- Creation of a pedestrian/vehicular plaza south of the DAV building
 - o Plaza to operate as on-site parking during weekdays and

off-season

- o Plaza to be blocked-off for outdoor vendor tents during weekends

- Creation of truck vendor area off of the existing alley east of the site
- Performance space to be located adjacent to the south side of the market building for both indoor/outdoor performances.

■ Market Streetscape to include amenity zone to 5' behind the curb

- o Pavers
- o Tree wells
- o Streetscape light poles with banners
- o Site amenities
 - Benches
 - Trash Receptacles
 - Bike Racks

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept 2 Floor Plan



Tenant Space

NOMAR INTERNATIONAL PUBLIC MARKET

CONCEPTS: DESIGN AND FINANCIAL FEASIBILITY

Concept 2 Elevation

