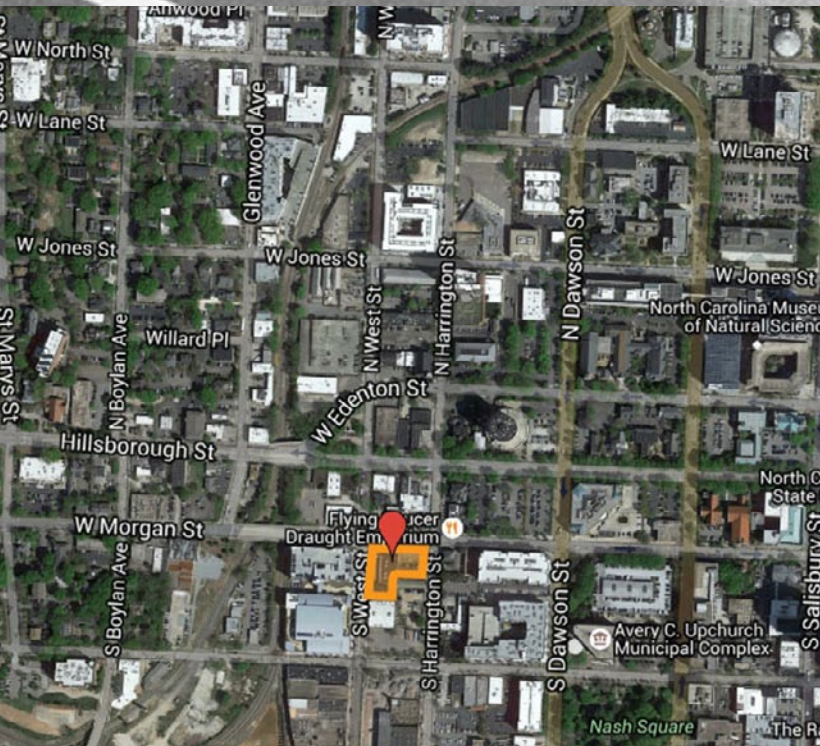


# Morgan Street Foodhall & Market

Presented By Niall Hanley  
Hibernian Hospitality Group



FOOD HALL  & MARKET

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**MORGAN**

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**STREET**

Request For Proposals For  
FY 2016 Major Facilities  
Capital Project Funding

RFP# 16-045





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# Executive Summary

The Morgan Street Foodhall and Market (MSF&M) will be a premier food destination for visitors, commuters, shoppers, and hospitality entrepreneurs in downtown Raleigh. With more than sixty planned start-ups and established businesses housed in 21,000 square feet of developable space, the primary focus will be on food sales (both prepared and grocery). The project was conceived and developed by restaurateur Niall Hanley (Hibernian Hospitality Group) whose latest project completed is the dual world-record holding Raleigh Beer Garden. In keeping with Hibernian Hospitality Group's practice of utilizing local talent and businesses, New City Design Group was secured as the architectural firm to oversee the design of the project.

The estimated budget for the MSF&M project is \$1,545,000 with construction beginning June 2016 and an anticipated opening in Spring 2017. Due to the scope and projected community financial benefit of this project, Morgan Street Market LLC is requesting \$510,000 to assist with capital construction and design costs. This funding is vital to extensively renovate a well-known yet under developed location in the center of Wake County.

No county funds will be used in the operating budget. Projections indicate \$150,000 to \$160,000 per year of Wake County prepared food & beverage taxes will be collected. The requested grant funding is projected to be paid back into the county tax base in three years. Ten year projections estimate a 300% return on investment to the county. Financial projections and models for figures are based on current successful operations within the Hibernian Hospitality Group and the Greater Raleigh Convention & Visitors Bureau's reports on tourism and economic impact.

Located at the intersection of Morgan St. and West St. in the Warehouse District, MSF&M will revitalize an underused block in downtown Raleigh. It will contain over 60 shops, kiosks and carts with at least 30 of the vendors selling prepared food options. A highlighted design feature is the glass atrium which will also house additional retail space and seating.

Once the Morgan Street Foodhall and Market is completed, it will be a highly sought after amenity for residents, commuters and visitors alike. This facility will help increase quality of life and help ease current demand for downtown grocery options. Currently the U.S. Department of Agriculture designates parts of downtown Raleigh and its adjoining neighborhoods as a food desert for lack of accessibility to grocery stores within certain traveling radiuses.

The Morgan Street Foodhall and Market will fill a much needed niche in downtown Raleigh and across the region as a one-of-a-kind hospitality destination rarely seen outside of larger cities in the nation. Presently, there are no markets of this scale or opportunity within the greater Raleigh area. The foodhall will satisfy that need and provide permanent structure opportunities for start-ups and businesses seeking a high profile, centralized location.

Beneficial "multiplier effects" of the MSF&M will be felt county-wide. Successfully developed and incubated businesses will seek larger opportunities to expand their businesses throughout the entire county. The anticipated economic impact of the Morgan Street Foodhall & Market will be immediate in its contributions to the employment base, multiple tax bases and quality of life in Raleigh.



## Scope of Project

The Morgan Street Foodhall and Market is the latest development in the award winning Hibernian Hospitality Group portfolio based in Raleigh NC. An acute sense of what is missing in the Greater Raleigh area, combined with the "know-how" to successfully execute this large-scale project are two primary reasons the MSF&M is in development.

Multiple government agency and non-profit reports, in addition to internal research, conclude that there is a very pronounced need to improve retail food options in downtown Raleigh. Market demand has reached a critical level due to explosive residential growth and ever increasing visitor destination demand. This market is the next step in the evolution of greater Raleigh emerging from a moderately sized southern town into a world-class destination city.

The MSF&M capitalizes on current trends in both retail and food markets. Wake County is ready for this unique combination of food options, combining prepared local food and groceries. Start-ups and entrepreneurs normally not able to afford prime real estate prices and locations will now have the ability to get established in the heart of Wake County. The ultimate goal of the Morgan Street Foodhall & Market is to incubate and grow these businesses to the extent that they seek out larger spaces and expand their businesses developing into municipalities such as Wake Forest, Morrisville, Apex, Garner, etc.

While the Morgan Street Market LLC is successfully securing private equity to fund this expansive downtown development, the Major Facilities Project grant is crucial for the completion of the current construction budget. In order for the MSF&M to realize its full potential as a large scale economic centrifuge in the center of Wake County, it must be designed, built and executed at the highest level. Extensive renovations to the existing structure will begin at the end of June 2016 as soon as permits are finalized. Unforeseen delays will not impact the viability of the MSF&M. Numerous entrepreneurs and restaurateurs from across the county are already signing up for pre-lease information and location opportunities.

Because the Morgan Street Foodhall & Market will have significant prepared food and beverage sales, the return on investment is direct. Current projections indicate \$150,000 to \$160,000 per year of Wake County prepared food & beverage taxes will be collected. The requested grant funding is projected to be paid back into the county tax base in three years. Ten year projections estimate a 300% return on investment to the county. The MSF&M will be a major contributor to the tax base of the county for years to come. Financial projections and estimated visitor counts are based on current successful operations within the Hibernian Hospitality Group and the Greater Raleigh Convention & Visitors Bureau's reports on tourism and economic impact. The requested funds are vital to the project to amplify the scope and to ensure Greater Raleigh's place in the national foodhall "scene" thus generating more publicity for Raleigh nationally and internationally.

The Morgan Street Foodhall & Market's publicity and marketing plan is another highlight of the project. It will be executed with the same marketing plan as the first year of the Raleigh Beer Garden. Within the first nine months of completion, the Beer Garden's online and print media has generated an estimated value of \$2.7 million dollars and nearly 300 million views worldwide (according to the GRCVB's report from the Meltwater News Media analytics). Outlets of national and international prominence such as Forbes, Conde Nast Traveller, Travel+Leisure, Time Magazine's Food & Wine website and many more drew international media attention to Raleigh.





## Scope of Project

Located at the intersection of Morgan St. and West St. in the Warehouse District, the MSF&M will revitalize a block that has been underutilized for many years. The project will enhance walkability and the connectivity of the Warehouse District.

The operation will contain:

- 60+ Designated shops/kiosks/carts available with a concentration of at least 30 vendors selling prepared food options
- Grocery Market
- Expansive open air seating throughout
- Programmable event space for groups/event producers seeking an indoor/covered option that is currently not available in downtown Raleigh

Collaboration is an integral component of the future success of the Morgan Street Foodhall & Market. The entrepreneurs and start-ups that establish themselves there will utilize the relationships cultivated with civic and educational partners such as:

- City of Raleigh Office of Economic Development
- Wake County Health and Human Services
- North Carolina Department of Agriculture
- The Downtown Raleigh Alliance
- The Greater Raleigh Chamber of Commerce
- The Greater Raleigh Convention & Visitors Bureau
- VisitNC
- Wake Tech
- NC State

Success will be measured primarily through the financial results of the MSF&M and retail tenants. Hibernian Hospitality Group will manage the financial system to ensure accurate and timely reporting. Prepared food and beverage tax collections will increase significantly based on projected results. The impact will be regularly reported and identified. In addition, the MSF&M plans to track visitor counts and zip codes to substantiate visitor population estimates.

The Morgan Street Foodhall and Market fulfills numerous city and county initiatives and planning goals. The current City of Raleigh Downtown Masterplan developed in 2015 identified short term and long range goals for downtown for the next ten years.

One of the three main goals of the masterplan is to strengthen the downtown Raleigh retail environment. The MSF&M will create a robust retail environment in downtown that diversifies beyond nightlife to include a complement of local and destination retail. The MSF&M will enhance retail development providing a more permanent setting for the start-ups and entrepreneurs. Another identified benefit of the project is improvement of recruiting and retaining quality storefronts as stated in the City of Raleigh's Retail Task Force Report.

The Morgan Street Foodhall & Market will effectively satisfy multiple Wake County Commissioners' goals as stated in Attachment 2 of the RFP packet. Wake County Health and Human Services will be asked to collaborate in the planned SNAP/EBT program encouraging qualified vendors to support the initiative of the state and county to provide healthy food options and access to people enrolled in the SNAP/EBT program. The MSF&M addresses a documented need for food accessibility due to sections of downtown Raleigh being identified as a "food desert" by the United State Department of Agriculture.

The MSF&M will positively impact Wake County residents and help alleviate the lack of access for people who have limited healthy food retail options. This impact will be a measureable quality of life improvement which is an overarching goal of numerous city and county agencies including the county's Community Health and Social/Economic Vitality goals.

The Economic Strength goal is met with the MSF&M's ability to increase opportunities and support for the entrepreneurial ventures seeking to establish themselves in Wake County. A return on the county's investment which produces societal benefits will be achieved via increasing the number of businesses and employment opportunities available within Wake County.

## Scope of Project

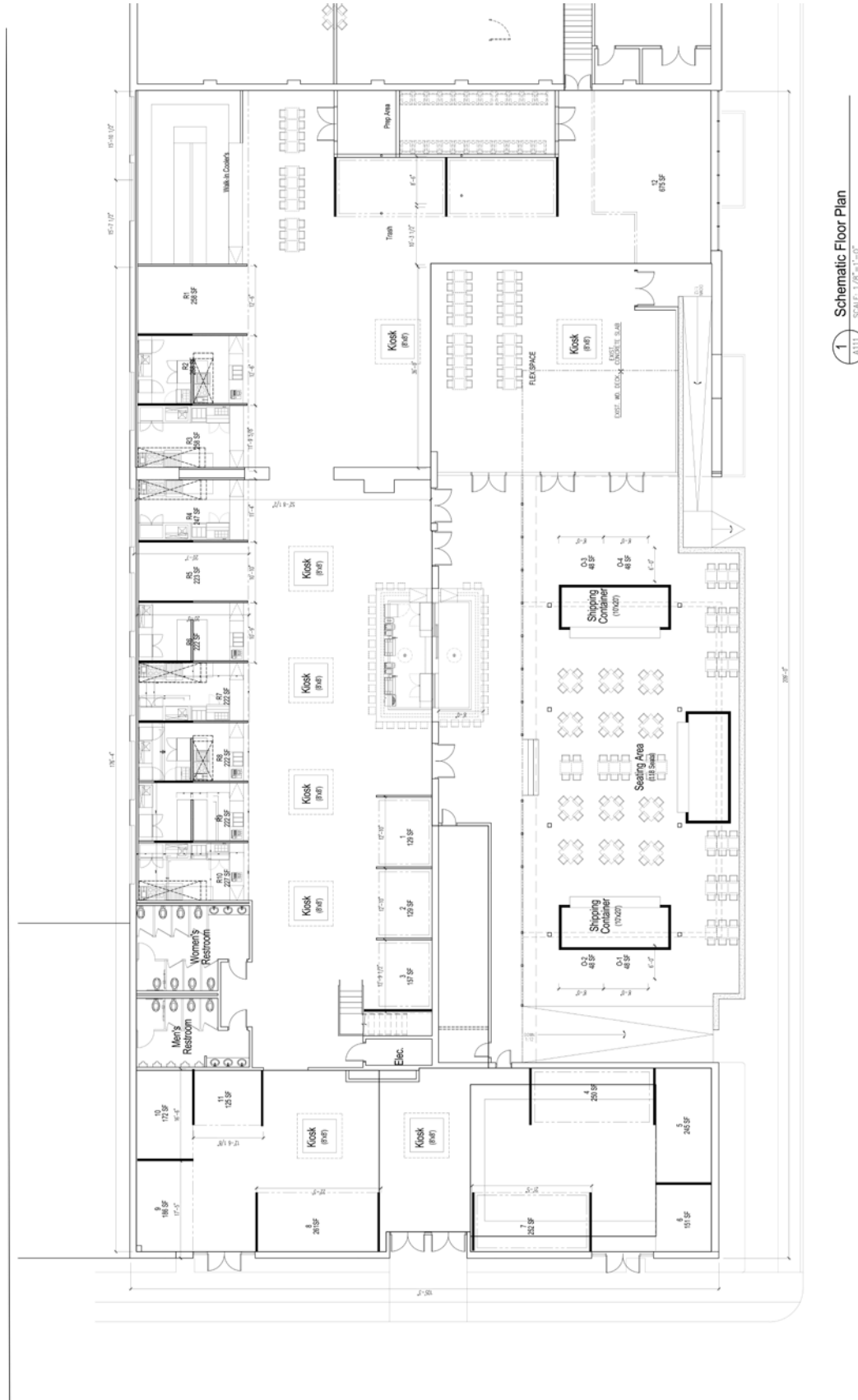




## Scope of Project



# Scope of Project





## Project Budget / Funding Sources

The Morgan Street Foodhall and Market capital budget was prepared by Hibernian Hospitality Group's Controller- Doug Bruce. Capital budget figures are based on previous company projects in downtown. Doug oversaw the execution of the capital budget from planning through completion for the Raleigh Beer Garden which had a very similar timeline and budget. Costs in the capital budget for MSF&M do not reflect an inflation percentage due to the short term timeframe of project completion.

PROJECT CAPITAL BUDGET	
ITEM	Amount
Architectural Design, Permits	\$ 53,000
HVAC	\$ 60,000
Façade and Awnings	\$ 110,000
Electrical and Fixtures	\$ 100,000
Plumbing and Fixtures	\$ 150,000
Framing and Finishes	\$ 130,000
Windows and Doors	\$ 130,000
Shipping Containers	\$ 40,000
Hoods and Fire Suppression	\$ 120,000
Sprinkler revisions	\$ 30,000
Landscaping and Arbor	\$ 140,000
Grease Trap	\$ 25,000
Floors and Wall Finishes	\$ 130,000
Furniture/Seating	\$ 90,000
Signage	\$ 30,000
Coolers and Refrigeration	\$ 90,000
Mezzanine and flooring	\$ 140,000
Elevator	\$ 30,000
Total Project Cost	\$ 1,545,000

The Morgan Street Foodhall and Market capital budget is sixty seven percent funded via private equity. Those funds are pending with anticipated confirmation in July 2016. The inter-local grant request of thirty three percent of the capital budget funding is pending based on the decision of the Wake County Commissioners. The funding resources clearly demonstrate a current commitment of over half being non-county funding.

PROJECT FUNDING			
<b>Public Funds</b>			
Wake County Inter-Local Grant	\$ 510,000	33%	Pending
<b>Private Funds</b>			
Private Equity	\$ 1,035,000	67%	Pending
<b>Total Funding</b>	<b>\$ 1,545,000</b>	<b>100.00%</b>	

## Project Timeline

The project timeline for the Morgan Street Foodhall and Market is already underway. New City Design Group has finished initial renderings and the schematic design. Construction permits are being finalized and demolition is scheduled to begin June 2016. Dates for the phases of the project were based on Hibernian Hospitality Group's most recently completed project, The Raleigh Beer Garden, also a pre-existing structure with substantial renovations in downtown Raleigh. The MSF&M project timeline's estimated finish dates account for delays and changes. The Morgan Street Foodhall and Market is slated to be open for business Spring 2017.

Project Action	Start Date	Finish Date
Study and Analysis of Project	January 2015	March 2016
Site Identification	August 2015	March 2016
Architectural/Engineering Studies	April 2016	July 2016
Facility Construction	June 2016	January 2017
Equipment Purchase	July 2016	December 2016





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# Estimates on Visitors/Return on Investment

Because the Morgan Street Foodhall & Market will have significant prepared food and beverage sales, the return on investment is direct. Estimates were developed based on current operations Hibernian Hospitality Group locations in the same region of the county. Current projections indicate \$150,000 to \$160,000 per year of Wake County prepared food & beverage taxes will be collected. The requested grant funding is projected to be paid back into the county tax base in three years. Ten year projections estimate a 300% return on investment to the county. Visitor estimates are based on current figures of similar scaled operations in downtown Raleigh and the GRCVB's 2014 Economic Impact of Tourism report.

## Attachment 4: Visitor Estimates and Return on Investment

Updated 5/20/2016 - Please use this version with the RFP submittal

### Definitions:

- a. **Wake County resident** - visitor from within Wake County
- b. **Day Visitor** - Visitor from outside of Wake County that doesn't spend the night
- c. **Overnight Visitor** - Visitor from outside 50 mile radius of proposed project that spend the night (include total number of nights if visitor will stay multiple nights)

Room Rate = \$95/per night

Meal Rate = \$50/per day

### Visitor Estimates, Economic Impact and Taxes Collected

1. Estimated Wake County residential visitors (annual) = 186,667

### Estimated Food and Beverage Spending and Taxes Collected

	Number of Visitors		Meal Rate		Meal Spending	
2. Estimated Day Visitors (annual) =	23,240	X	\$50	=	\$ 1,162,000.00	
3. Estimated Overnight Visitors (annual) =	23,427	X	\$50	=	\$ 1,171,350.00	
4. Total Meal Spending =					\$ 2,333,350.00	X 1% Food & Bev Tax = \$ 23,333.50

### Estimated Hotel/Motel Spending and Taxes Collected

	Number of Rooms		Room Rate		Room Spending	
5. Estimated Overnight Rooms (annual) =	23,427	X	\$95	=	\$ 2,225,565.00	
6. Total Room Spending =					\$ 2,225,565.00	X 6% Occupancy tax = \$ 133,533.90

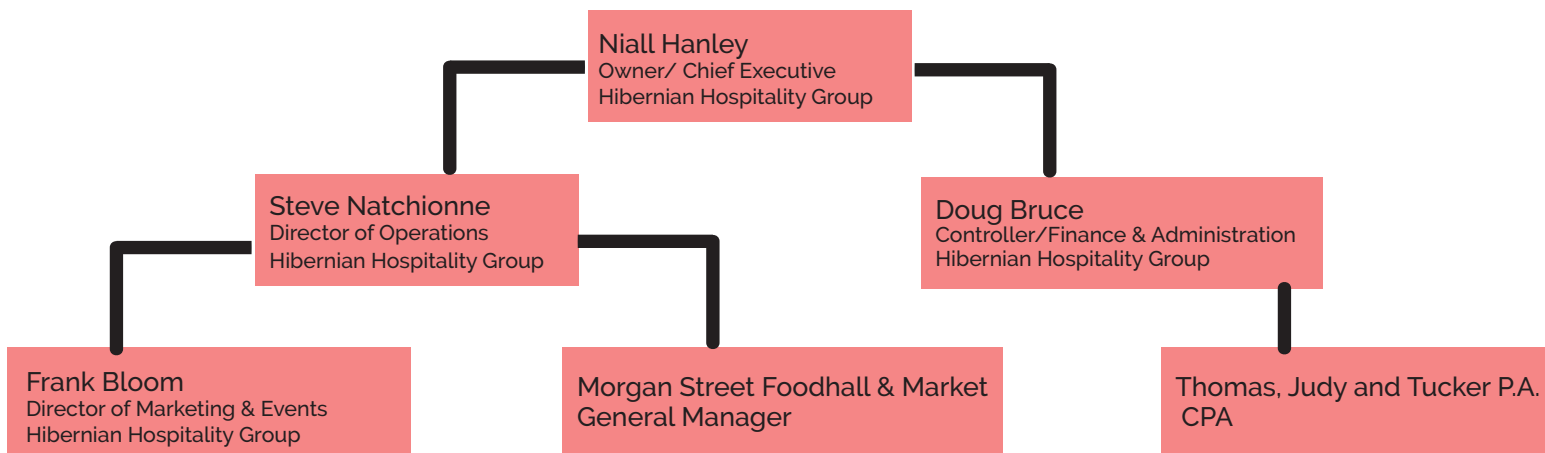
7. Return on Investment based on taxes collected (County funding/total taxes collected) = 3.25 (in years)



## Organizational Information

Hibernian Hospitality Group (HHG) manages six restaurant operations within Wake County. The original restaurant, Hibernian Pub Glenwood, opened in 1999. In the last four years HHG has opened and operated four new locations that are successful and thriving. Financial results for HHG are compiled by an external CPA firm providing an additional layer of insight and accuracy to the reporting. For 2015, HHG consolidated revenues from restaurant operations exceeded \$12 million, total labor cost exceeded \$4 million, and net income from restaurant operations was almost \$1 million. Results for 2016 are looking even better with the addition of the Raleigh Beer Garden for a full year. With this kind of experience managing growth, HHG has and will continue to exercise the appropriate level of financial oversight and management to achieve sustained success. The company currently oversees over 330 employees of those operations.

Morgan Street Foodhall & Market Organizational Chart



Subject: Food Hall by Hibernian Hospitality

June 9, 2016

Dear Selection Team & Wake County Board of Commissioners,

The Downtown Raleigh Alliance (DRA) fully endorses the food hall proposal by Hibernian Hospitality in the Warehouse District of downtown Raleigh.

This food hall promises to have a significant economic impact on the prepared food and beverage revenues for the county by providing over 22,000 square feet of space for small food merchants and will help activate a part of downtown that is still lacking in enough activity to attract retailers and street level businesses.

Under direction from the Raleigh City Council, DRA recently participated in a Retail Taskforce, which recommended ways to improve the city's retail with space for retail incubation cited as a major need. The food hall also will act as an incubator for entrepreneurs and retailers who need a smaller space to test their ideas and eventually grow into larger spaces.

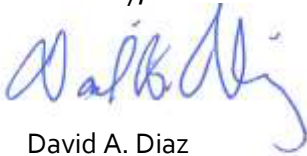
Those proven ideas that become new businesses could attract more investment in storefronts in downtown and create new businesses for the city and the county.

Improving downtown's retail and street level experience is an explicit goal of the recently adopted Downtown Plan, as well as Raleigh's 2030 Comprehensive Plan and DRA's annual program of work.

Additionally, this food hall also will reactivate a currently vacant building and provide new economic opportunities for small -scale entrepreneurs.

We are excited about the incubation and activation provided by this project and ask that you consider this project for funding.

Sincerely,



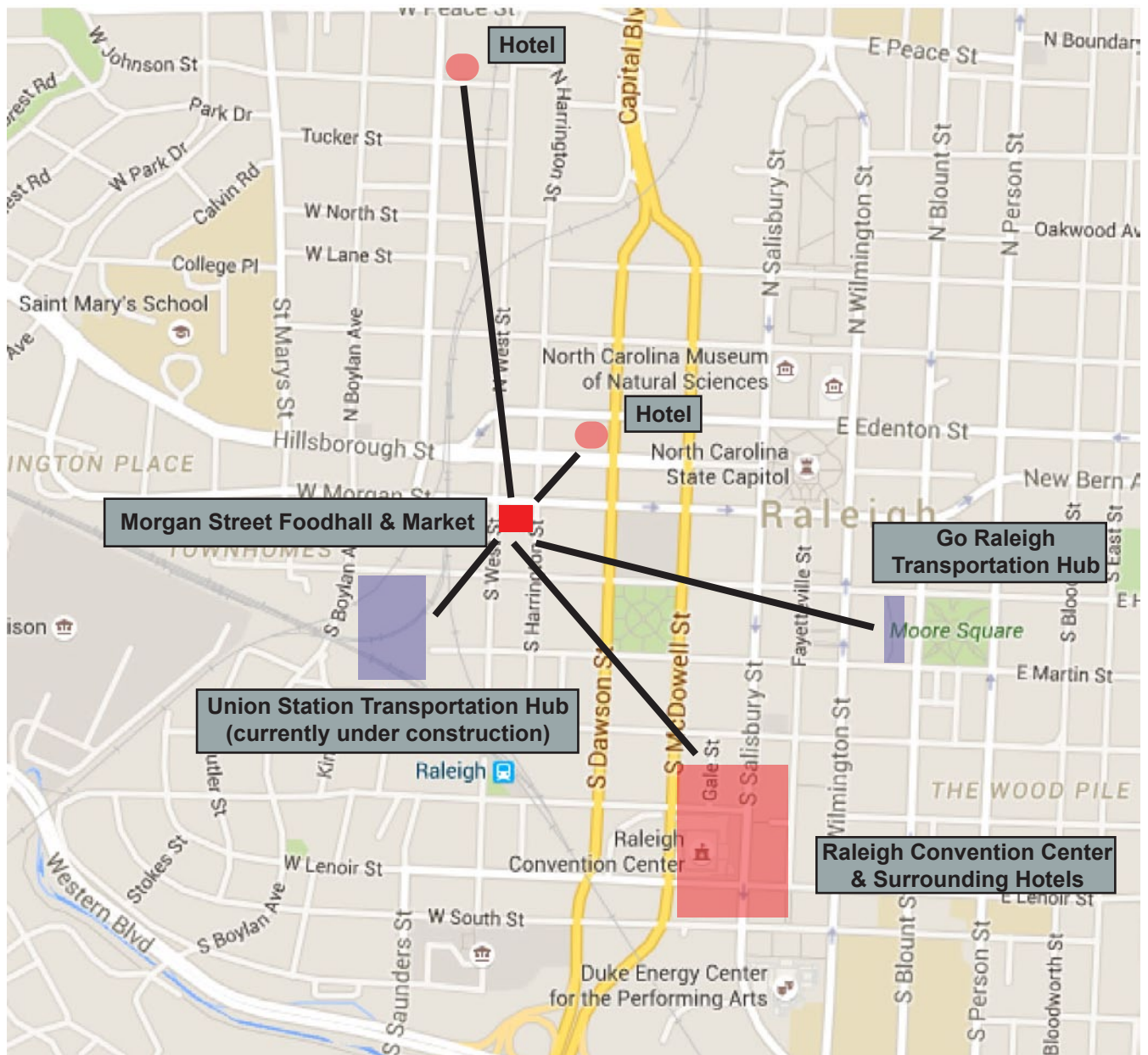
David A. Diaz  
President & CEO  
Downtown Raleigh Alliance





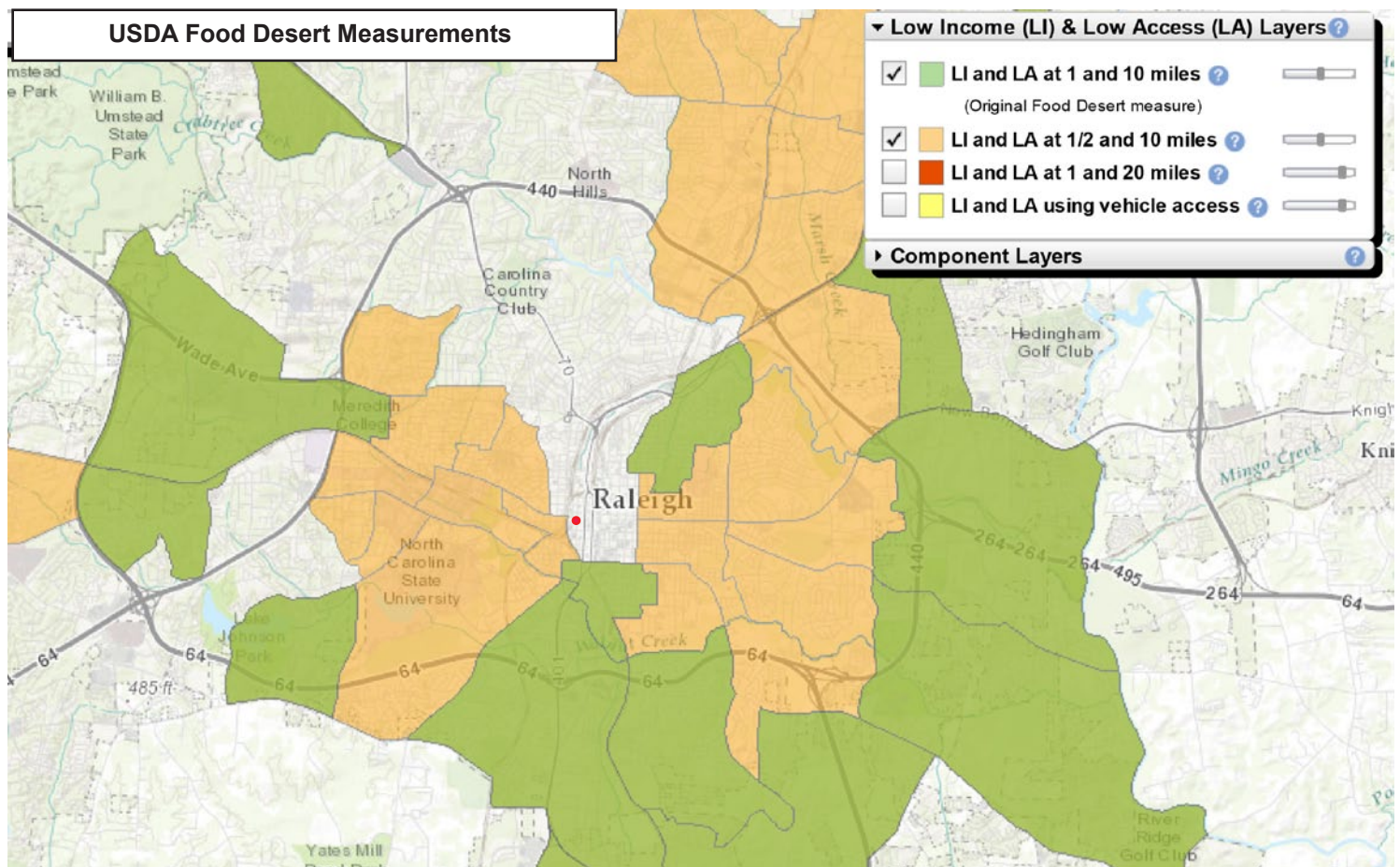
## Attachments / Addendums

The Morgan Street Foodhall & Market is conveniently located within walking distance of all major hotels located in downtown Raleigh alongside of the upcoming Union Station. It's prime location enhances the connectivity of surrounding neighborhoods and the downtown districts.



## Attachments / Addendums

US Department of Agriculture identifies low-income and low-access census tracts using four measures of low access. The first measure is consistent with the measure of food deserts used in the original Food Desert Locator, where low access is defined as having a significant number or share of people more than 1 mile (urban areas) or more than 10 miles (rural areas) from a supermarket. Two additional measures of low access using different distance demarcations are provided, and a final measure of access directly accounts for vehicle access. The Morgan Street Foodhall & Market will improve the quality of life in an area of Wake County with a well documented need for access to healthy food options.



- Denotes location of The Morgan Street Foodhall & Market in relation to the surrounding communities