

Minimum Criteria			
Evalutor name: Amy Baxter			Date: July 14, 2021
Responder	Swim at Jetties LLC	Sandbar ACK LLC	Hither Creek d/b/a Millies "The Harpoon"
Certificate of Non-Collusion	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
Tax Compliance Certificate	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
Addenda Acknowledgement #1	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
Insurance	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
Business Plan	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
Proof of Experience (Min. 5 yrs on ACK or 10 yrs in busy seasonal beach environment)	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
Proof of Financial Stability	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
References	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
Meet all Minimum Criteria	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No
Notes/Comments on Minimim Requirements:	Limited Nantucket experience - only as waitstaff? and not in ACK or beach restaurant management.		
Comparative Criteria			
Responder	Swim at Jetties LLC	Sandbar ACK LLC	Hither Creek d/b/a Millies "The Harpoon"
<b>1. Plan of Services (Business Plan)</b>			
<b>HA</b> – Proposer’s response is superior and excels at addressing the Lease Agreement Terms (Exhibit A) and displays the resources, and specifically states the ability, to meet the requirements of a seasonal beach restaurant, bar, retail shop, bathhouse and event venue with a focus on the island community from the third weekend in May through Columbus Day with potentially limited hours in May, June, September and October.	<b>HA</b>	<b>HA</b>	
<b>A</b> – Proposer’s response is satisfactory and meets the Lease Agreement Terms (Exhibit A) and displays the resources, and specifically states the ability, to meet the requirements of a seasonal beach restaurant, bar, retail shop, bathhouse and event venue with a focus on the island community from the third weekend in May through Columbus Day with potentially limited hours in May, June, September and October.			<b>A</b>

<p><b>NA</b> - Proposer's response does not fully meet the criterion or leaves a question or issue about ability to address Lease Agreement Terms (Exhibit A) and does not display the resources, or specifically states the ability, to meet the requirements of a seasonal beach restaurant, bar, retail shop, bathhouse and event venue with a focus on the island community from the third weekend in May through Columbus Day with potentially limited hours in May, June, September and October.</p>			
<p><b>U</b> – Proposal does not address the criterion</p>			
<p><b>Required:</b> Write your reasoning for your rating for each proposer:</p>	<p><b>Extensive proposal that addresses all areas of the business. Includes wide array of ideas and proposed activities for location.</b></p>	<p><b>Great display of the applicant's experience running the business and the ways in which they look to grow the business and expand on learnings. Able to clearly demonstrate understanding of location, challenges, community, customer service, etc.</b></p>	<p><b>Very light on details. Relies on prior knowledge of their current operation. Tells us rather than shows us how their operation translates to the Jetties location.</b></p>
<p><b>2. Quality Control</b></p>	<p><b>Swim at Jetties LLC</b></p>	<p><b>Sandbar ACK LLC</b></p>	<p><b>Hither Creek d/b/a Millies "The Harpoon"</b></p>
<p><b>HA</b> – Proposal clearly demonstrates superior quality control and superior availability of resources, staff and relevant experience to perform the Lease Agreement Terms (Exhibit A) requested.</p>		<p><b>HA</b></p>	
<p><b>A</b> - Proposal demonstrates satisfactory quality control and satisfactory availability of resources, staff and relevant experience to perform the Lease Agreement Terms (Exhibit A) requested.</p>	<p><b>A</b></p>		<p><b>A</b></p>
<p><b>NA</b> - The staffing plan is vague and does not address scheduling and enforcement. It is unclear how the Proposer will ensure parking is generating the anticipated revenue.</p>			
<p><b>U</b> - Proposal does not address the criterion</p>			
<p><b>Required:</b> Write your reasoning for your rating for each proposer:</p>	<p><b>Hybrid service model not ideal for this location. Rushing guests through service &amp; high-turn-over is NOT desired service.</b></p>	<p><b>Demonstrates good understanding of business model and how to run a successful operation and staffing with the challenges that comes with it. Provides data and examples from current operation at Jetties.</b></p>	<p><b>Satisfactory rating leaning towards NA. Same comments as #1. Vague and no mention of retail or bathhouse. I don't see a plan here.</b></p>

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<b>3. Experience working with Concessions, Municipal Concessions, or on Nantucket Island specifically:</b>			
HA – Proposer clearly demonstrates superior community-focused concessions, retail shop, bathhouse and event venue experience on Nantucket or a similar busy seasonal beach environment as Nantucket for more than five (5) years.		HA	HA
A – Proposer demonstrates satisfactory community-focused concessions, retail shop, bathhouse and event venue experience on Nantucket or a similar busy seasonal beach environment as Nantucket for more than three (3) year but less than five (5) years.	A		
NA - Proposer does not demonstrate adequate community-focused concessions, retail shop, bathhouse and event venue experience or has worked on Nantucket or a similar busy seasonal beach environment as Nantucket for less than three (3) years or leaves questions about it.			
U – Proposal does not address the criterion			
<b>Required:</b> Write your reasoning for your rating for each proposer:	No local business management experience.	Current concessionaire - experience requirements obviously there and are demonstrated clearly in the proposal. Able to easily provide examples of their management of the location.	Extensive Nantucket and restaurant management experience including a similar type of environment.
<b>4. References</b>	Swim at Jetties LLC	Sandbar ACK LLC	Hither Creek d/b/a Millies "The Harpoon"
HA – Proposer provides more than five (5) relevant professional or community references that clearly identifies superior service quality, community commitment and general customer satisfaction.		HA	
A – Proposer provides more than three (3) but less than five (5) relevant professional or community references that satisfactorily address service quality, community commitment and general customer satisfaction.	A		A
NA - Proposer provides less than three (3) relevant professional or community references that address service quality, community commitment and general customer satisfaction or leave questions.			
U - Propsal does not address the criterion			

<p><b>Required:</b> Write your reasoning for your rating for each proposer:</p>	<p>Provided relevant business references but not local references that could speak to the type of business experience Town is looking for.</p>	<p>Provided numerous written references from community members across the board - business, local, community organizations, etc. Covered all areas of the business and clearly demonstrated their impact on the community.</p>	<p>Provided adequate local/business references.</p>
<p><b>Responder</b></p>	<p>Swim at Jetties LLC</p>	<p>Sandbar ACK LLC</p>	<p>Hither Creek d/b/a Millies "The Harpoon"</p>
<p><b>Overall Ranking</b></p>	<p>A</p>	<p>HA</p>	<p>A</p>
<p><b>Comments on Rankings</b></p>	<p>Good presentation and professional backgrounds. Highly marketed and activity/event based business approach - not exactly the desired environment. High risk proposal - too ambitious at points. May be a good approach at some locations but does not seem appropriate for Jetties or in line with Town requested services/approach.</p>	<p>Proven and demonstrated record of community involvement and customer service. Proposal does not rely on prior knowledge of operation and demonstrates an understanding of the location and operation and learnings from 5 years of service. Provides actual data on all areas of management and shows future direction and improvements. Provides realistic approach and understanding of running the business and the unique challenges it presents.</p>	<p>Applicant certainly has extensive experience on Nantucket and in a similar location/business environment but offers few details on the specific management/business/operation plan for Jetties Beach. Relies on reviewers prior knowledge of Millie's and their operation. There may be some similarities but ultimately 2 very different businesses.</p>