



**City of Pacific Grove
Request for Information**

from

**Small Businesses, Artists, Makers, Entrepreneurs &
Commercial Property Owners/Leaseholders
Interested in a “Makers Space” or “Craftsman Collective”**

Issue Date: August 25, 2022

(Re-Issued October 20, 2022)

RFI Due Date: December 31, 2022

Submit responses via Email to:

Kirstin Hinds - at pacificgroveED@hdlgov.com

City of Pacific Grove
Community & Economic Development
300 Forest Avenue
Pacific Grove, CA 93950

Introduction

Calling all creatives, artisans, makers, other small business owners & entrepreneurs, and current or potential commercial property owners:

The City of Pacific Grove Economic Development Commission (EDC) is researching the addition of a “Makers Space” or “Craftsmen Collective” (“makers space”) that would showcase multiple artists and small businesses, all who operate collectively and sell their products or services in a retail space with regular storefront hours, arranged in a market like setting. The City is inviting *creatives, artisans, makers, other small business owners & entrepreneurs, and current or potential commercial property owners/private leaseholders* to respond to a brief series of questions to gauge interest and needs for creating a makers space.

Background

The City of Pacific Grove EDC recently began exploring vacant storefront activation programs. One of the topics of interest the use of larger retail spaces for a “Makers Space” or “Craftsmen Collective” (“makers space”). The Pacific Grove EDC envisions the makers space to be a privately-owned dynamic and interconnected large retail space where a variety of artisans, creatives, makers, and entrepreneurs sublease space to showcase their talent and sell locally made goods/services cohesively. The makers space would have regular storefront hours, and participating artists and entrepreneurs would hold mid-to-long-term subleases. The idea is that the makers space would be a space where retail business start-ups can potentially test out the sale of their product in a store-front like setting, or for small retail businesses who don’t have the inventory to lease a storefront on their own to grow their business.

In order to gauge interest, the City is releasing this Request for Information (RFI) to invite small business owners, entrepreneurs, property owners, and private leaseholders to answer questions and provide information to better understand their needs in this type of retail setting. Below is a series of questions posed towards potential private leaseholders or commercial property owners and potential small businesses. Each question will help the EDC subcommittee better understand how they can further assist in building a Makers Space or Craftsman Collective in a Pacific Grove vacant storefront.

There are similar markets throughout the State and US. There are a number that operate as a cooperative as suggested above, where there are vendors selling their own product in a large space. Others operate as a single storefront, where one entity will sell vendors’ products on their behalf. Some operate as a nonprofit organization and use their space as an events venue along with a market setting. There are several examples below, some in California and several in other states, to showcase what a makers’ space could look like in Pacific Grove.

- [Makers Market](#), based in Napa, Mill Valley, Walnut Creek, and San Jose, CA.
- [Crafted](#) at the Port of LA, CA
- [Ferry Building Market Place](#) in San Francisco, CA
- [Oxbow Public Market](#) in Napa, CA
- [Grand Rapids Downtown Market](#) in Grand Rapids, Michigan
- [NewBo City Market](#) in Cedar Rapids, Iowa
- [Rockford City Market](#) (indoor market) in Rockford, Illinois

Objective

To gather information from parties potentially interested in a “Makers Space” or “Craftsman Collective,” including:

1. To gauge interest from persons or companies willing to lease a vacant commercial storefront to sublet to smaller shops;
2. To gauge interest from artists and small business in subleasing space if a private entity was to assume the risk of leasing one of the large open spaces to sublet it to smaller shops.

If you fall in either of the aforementioned categories, we invite you to respond to our survey to help inform further research in the development of a Makers Space or Craftsman Collective.

Submittal Requirements

Please complete the series of questions relevant to you and email the responses to Kirstin Hinds at pacificgroveED@hdlgov.com.

The questions relevant to you on pages 4-7 can be filled out directly on the PDF, either by checking boxes or typing in a response when a written response is requested. Alternatively, you can also print this document to complete with pen. If filling out the RFI questions manually, please scan the document in and email the scanned copy to Ms. Hinds.

Kirstin Hinds is a Senior Advisory with HdL Companies, the firm that provides Economic Development Consulting for the City of Pacific Grove. Ms. Hinds will collect responses and provide the City and Economic Development Committee with a summary of the answers.

Deadline to Submit Information

The deadline to submit information is **December 31, 2022.**

For Potential Private Leaseholder or Commercial Property Owners:

1. Would you be interested in leasing one of the large vacant storefronts to sublet to smaller shops in a market like setting? <i>Provide brief explanation & summary of experience</i>
2. Assuming a \$2/SF price at 10,000 square feet, what number of subleases would you need to be successful?
Provide number:
3. What duration of sublease would help you be most interested in offering?
<div style="text-align: right;"><i>Optional explanation:</i></div> <div style="margin-left: 40px;"> 3 months 6 months 1-year </div>
4. What type of resources would you be willing to assist in supplying to subleases? (select all that apply)
<div style="margin-left: 40px;"> Electricity Water Gas Other: _____ </div>
5. What is your willingness to commit to and enforce regular storefront hours with subleases? <i>Provide brief explanation & expected hours of operation</i>

For Potential Private Leaseholder or Commercial Property Owners:

6. Are there any concerns you may have in subleasing a space to multiple small businesses? <i>Provide brief explanation</i>
7. If interest in sublets exceeded space available, how would you consider applicants? <i>Provide brief explanation</i>
8. OPTIONAL: Please provide your name, phone number, and email address. If you are currently a commercial property owner or private leaseholder, please provide the addresses of the properties that you own.
Name:
Phone Number:
Email Address:
Properties:
9. OPTIONAL: Please provide any additional information, questions or comments for consideration

For Interested Small Business Owners:

1. What interest do you have in operating a booth in a market like setting to provide products or services from your small business? <i>Provide brief explanation & summary of experience</i>
2. Assuming a \$2/SF price, what amount of square feet would you be interested in subletting? <i>Provide ranges for responders to select those that apply</i>
<div style="text-align: right;"><i>Optional explanation:</i></div> <div> 50-100 SF 100-200 SF 200-300 SF 300-500 SF 500 SF + </div>
3. What duration of sublease would help you be most interested in signing?
<div style="text-align: right;"><i>Optional explanation:</i></div> <div> 3 months 6 months 1-year </div>
4. What type of resources would you need for your business (select all that apply)?
<div> Electricity Water Gas Other: _____ </div>
5. Would you be willing to operate as a cooperative and commit to a regular storefront shift?
<div style="text-align: right;"><i>Optional explanation:</i></div> <div> Yes No </div>

For Interested Small Business Owners:

6. Are there any concerns you may have in sharing space with other artists and entrepreneurs? <i>Provide brief explanation</i>
7. OPTIONAL: Please provide your name, phone number, and email address. If you are currently a small business owner, please provide your business name and a brief description of your goods or services
Name:
Phone Number:
Email Address:
Business information:
8. OPTIONAL: Please provide any additional information, questions or comments for consideration

*Please complete the series of questions relevant to you and email the responses to Kirstin Hinds at pacificgroveED@hdlgov.com by **DECEMBER 31, 2022***