CITY & COUNTY OF HONOLULU
BID ABSTRACT
SOLICITATION NO. RQN-DES-476014
DESCRIPTION: Ala Moana Regional Park Food Concession
BID OPENING: November 23, 2012

BIDDER

Optimimum Marketing & Management Company

Contracted Period/ Monthly Fixed Fee		Upset Monthly Percentage Fee	**Proposed Monthly Percentage Cencession Fee***	Estimated Monthly Sales*	Evaluated Concession Fee*
1st and 2nd Year	$ 500.00	4%	**4%**	$26,00.00	$1,540.00
3rd Year	$ 750.00	5%	**5%**	$62,000.00	$3,850.00
4th Year	$1,000.00	5%	**5%**	$78,000.00	$4,900.00
5th Year	$1,000.00	6%	**6%**	$1,050,000.00	$64,000.00
				TOTAL EVALUATION CONCESSION FEE:	**$74,290.00**

*Estimated Total Sales: "Evaluated Concession Fee" and "Total Evaluated Concession Fee" are soley for the purpose of determining the highest responsive, responsible bidder. "Estimated Total Sales" listed in the Proposal are estimated sales volume projected by the Department of Enterprise Servicse. Projections are based on restaurants with similar size and similar 10 years continue occupancy. In the event the slaes volumes do not materialize in the quantities as specified, such failure shall not constitute grounds for equitable adjustment under the contract.