

The Alpha Community Collaborative

c/o The APPLE Center
412 Commercial Street
Nevada City, CA 95959

November 2010

Dear Prospective Participants:

The Alpha Community Collaborative Team (Tania Carlone, Mali Dyck, Reinette Senum and Gary Tintle) is excited to get this packet to you and to take the initial steps in making the Alpha Building Community Collaborative a reality.

On the following pages, you will find:

- Background
- Vision
- To Stay Informed
- Letter of Intent Guidelines
- Preliminary Rental Rates
- Preliminary Market Level Floor Plan

BACKGROUND

In March of 2010, the Nevada City City Council sanctioned the development of a Sustainability Vision Team to create a plan to develop and implement priority projects addressing three broad areas, including: economic vitality and resiliency; healthy ecosystems; and community well being. Councilwoman Reinette Senum, then mayor, assembled an ad hoc committee of local experts to establish the framework for planning and to identify and prioritize projects. During that process, we identified the Alpha Building as an ideal place to implement many of our goals. While the Alpha project has been incubated through the Nevada City Sustainability Team, the Alpha Building Community Collaborative is currently under the administrative umbrella of APPLE- NC (Alliance for a Post Petroleum Local Economy of Nevada County). The Alpha Community Collaborative may become its own non-profit entity and we are in the early stages of exploring this possibility.

VISION

The Alpha Building Community Collaborative is envisioned as a people's marketplace and community center serving local residents and travelers alike supporting a local, sustainable economy while promoting social and environmental action and the arts. Located in the historic Alpha Building at the foot of Broad Street, it is the gateway to Nevada City's historical downtown shopping district, adjacent to Calanan Park and Union Street, home of the Saturday morning Farmers Market.

The Alpha Building Community Collaborative would:

- **showcase** local and regional foods, products and services and operate as a community gathering place for the celebration of local culture on the main or plaza level;
- **celebrate** community collaboration by embracing the benefits of shared spaces and collective business services for community-based non-profit public benefit organizations on the mezzanine level; and
- **assemble** the tools for our community's current and future food security while contributing to our economic sustainability by offering a certified community kitchen, creamery, refrigeration and storage (as possible attributes) on the lower level.

The Alpha Building provides us with an incredible opportunity to build a local, rural economic model. We hope you will join us for what we've been calling a modern-day barn raising.

TO STAY INFORMED ABOUT THE PROJECT

We will also post this document and FAQs on the APPLE Center website at www.APPLECenter.org for your convenience. However, if at any time, you should have questions about the proposal submission or any other aspect of the project, feel free to contact us.

Join us on Facebook for up-to-date information and discussions at:
<http://www.facebook.com/profile.php?id=617368059#!/pages/Nevada-City-CA/Nevada-City-Sustainability-Vision-Team/125553014165530>

Or visit www.applecenter.org for project information and current Alpha Building FAQs.

If you should have any questions, please contact Tania Carlone, project lead, at tania@sierraemail.com. Thank you for your interest.

We hope you'll join our team!!

For the Collaborative,
Tania, Mali, Reinette and Gary

Alpha Building Letter of Intent Guidelines **Market Level**

Return to: The Alpha Collaborative
c/o The APPLE Center
412 Commercial Street
Nevada City, CA 95959
or via email: tania@sierraemail.com

Submit a Letter of Intent addressing the following criteria. **PLEASE ORGANIZE YOUR PROPOSAL IN THE FORMAT OF THIS TEMPLATE.** The narrative proposal should not exceed 2-3 pages.

Submission deadline: on or before Friday, December 10, 2010

1. Business Name or Project Title

2. Summary Description (1-2 paragraphs)

Provide a snapshot of your business/project, explaining who you are, what you do and why. Additionally, explain how your business fulfills some or all of the following objectives established by the Nevada City Sustainability Vision, including your motivations for joining this collaborative venture. **Only address the objectives that apply to your business.**

Economic Objectives

- A resilient economy that provides a diversity of good economic opportunities for all citizens;
- Create local investment mechanisms that support long term vitality and financial independence;
- Workers whose knowledge and skills are globally competitive, supported by lifelong education.

Environmental Objectives

- Healthy urban and rural watersheds and species abundance and diversity;
- Clean and sufficient water for human and natural use; and
- Efficient use and reuse of resources and elimination of harmful toxins and emissions to the environment.

Community Objectives

- Independent and productive citizens;
- Youth who are fully supported by strong families and communities;
- Downtowns, main streets and public spaces that are active and vital;
- Efficient and compact development that saves infrastructural investments and natural resources;
- Affordable housing available for citizens in the community.

3. Business Description and Vision (1 paragraph)

- Mission statement (business purpose).
- Business goals and objectives.
- Brief history of the business (if applicable).

4. Description of Products and Services (1 paragraph)

- Specifically describe all of your products and services.
- Explain how your products and services fulfill a local need.
- Explain how your products address the sustainability objectives.
- Explain how your business complements or supports other local industries.
- Identify your products that are locally produced (Nevada County) and/or regionally produced (within a 150-mile radius).
- If applicable, include a picture or brochure of your products.

5. Financial Sustainability (budget and a 1 paragraph narrative)

Provide a first year budget including anticipated start-up costs and a brief narrative describing a plan for financial sustainability. Also, if an existing business, what are your current rental/overhead costs (including utilities, janitorial, etc.)? What is your approximate rent per square foot?

6. Readiness (1 paragraph)

- The Collaborative anticipates a grand opening in the fall of 2011. Does this timing align with your timeline for opening?
- Is your business dependent upon on-site kitchen facilities (as we anticipate that the kitchen construction may not be completed until the summer of 2012)?
- What are your approximate square footage requirements on the market level? Do you anticipate requiring additional storage on the lower (Commercial Street) level? If so, please provide us with the approximate square footage you will require for storage.

7. Education and Outreach (1 paragraph)

Do you anticipate that there would or could be some kind of educational component to your business? We are interested in creating a community-based educational model that supports a local, sustainable economy while promoting social and environmental action and the arts. We anticipate ongoing education programs on the market level. How do you envision playing a role in the Alpha Collaborative's educational activities?

Alpha Building Community Collaborative **Preliminary Rental Rates**

On the following page, you will find a draft floor plan of the Alpha Building market level (Broad Street level) identifying 7 distinct areas ranging in square footage from approximately 235 to 1,240 square feet. The draft floor plan has been developed to accommodate a full range of potential uses.

In the below chart, you will find preliminary rental rates by square footage. You will notice that the larger occupants receive a slightly lower rate and those wishing to secure “micro-spaces” will pay a higher per square-footage rate. In addition to the base rate, you will see a “Common Costs” category which accounts for common spaces and a spectrum of common costs, such as: utilities (gas, electricity, water); waste management; alarm monitoring; elevator maintenance; janitorial services; building management services; central check-out (for Space #2 only); etc.

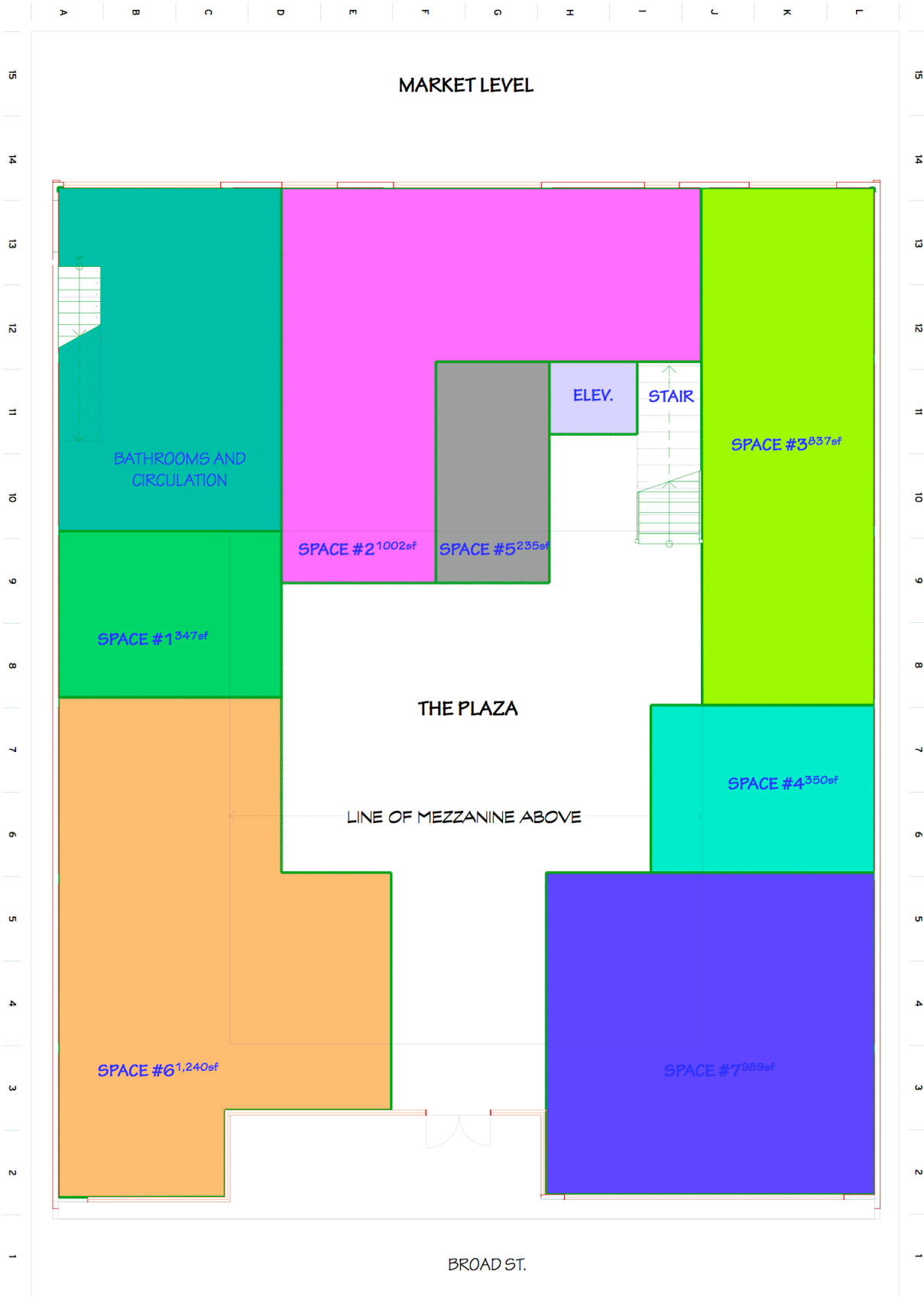
In your Letter of Intent proposals, please do not identify the distinct *Space* where you would like to be situated. Instead, identify your square footage requirements as well as your plans to either share the space with another entity or to form a collective (if applicable). Regarding collective spaces, please take note that *Space #2* has been reserved for smaller business ventures that would like to rent very small areas or even shelf space (there is no minimum square footage requirement to participate in this area). This is the only area on the market level that will potentially offer a central check-out managed by the Alpha Community Collaborative.

Additionally, if you anticipate requiring storage space on the lower level (Commercial Street), be informed that storage lockers will start at 64 square feet (8’x8’) and could be as large as 300 square feet and will be rented for approximately \$1.00 per square foot. If you expect to rent storage space, please clearly indicate that in your proposal.

Be informed that the Alpha Building Community Collaborative expects a grand opening in the fall of 2011. However, we have determined that the kitchen facility will realistically require more time to complete. Therefore, if your business plan requires the utilization of the certified kitchen facility at the Alpha Building, please explain your ultimate need as well as an interim plan accounting for the completion of the kitchen in a later phase (perhaps in the summer of 2012). If you have any questions regarding the contents of this preliminary rate sheet, please do not hesitate to contact us.

Preliminary Rental Rates at a Glance Market Level

Rental Spaces (See floor plan)	Marketplace		Common Costs	Notes
	sf	rate/sf	rate/sf	
Space 1	347	\$1.25	\$0.75	
Space 2 (L shape)	1,002	\$1.25	\$3.75*	*\$3.00 per square foot for central check-out which allows small businesses to avoid individual staffing costs.
Space 3	837	\$1.20	\$0.75	
Space 4	350	\$1.25	\$0.75	
Space 5	235	\$1.25	\$0.75	
Space 6	1,240	\$1.15	\$0.75	
Space 7	989	\$1.20	\$0.75	
Micro Space*	Up to 100	\$2.25	\$0.75	*Micro spaces refer to kiosk-like spaces, which would be semi-permanent and removable for large events in the plaza area (i.e., flower bucket shop, shoe shine station, knife sharpening service, coffee cart, etc. We envision these spaces to be utilized by businesses that offer a service rather than a product (see space 2) and therefore would need to be staffed by the proprietor.



PRELIMINARY

A3.3

210 BROAD ST. 2ND FLOOR PLAN

08026

1/4" = 1'-0"

11/10

RAV/SJ/APS

TENANT IMPROVEMENT

for

TITTLE, INC.

210 BROAD ST., NEVADA CITY, APN:

siteline architecture

Andrew J. Pawlowski, Architect

644 Zion Street
Nevada City CA 95959
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REVISIONS

NO.	DATE	DESCRIPTION

