

MEETING DATE

6/12/06

AGENDA ITEM

Approval of RFP for Restaurant and Concession Services in the Veterans Memorial Building and Authorization for Staff to Advertise for Bids

ATTACHMENTS

Pages

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**REQUEST FOR PROPOSALS FOR RESTAURANT AND CONCESSION
SERVICES IN THE VETERANS MEMORIAL BUILDING IN
THE CITY OF CULVER**

The City of Culver City, herein after referred to as "City", is seeking an experienced foodservice operator, herein after referred to as "Operator", to assume the on-going operation of the Concessions and to open and operate a Restaurant (breakfast and lunch only) in the Veterans Memorial Building, 4117 Overland Avenue, Culver City, CA 90230

SECTION 1

1.1 PROJECT LOCATION

The Veterans Memorial Building, a community and recreation center is located at 4117 Overland Avenue, on the corner of Overland Avenue and Culver Boulevard in the City of Culver City, California (located approximately 10 minutes north of the Los Angeles International Airport, and 10 minutes south of Beverly Hills and West Los Angeles)

1.2 PROJECT INFORMATION

The Veterans Memorial Building was built to serve the community as a Civic Center meeting place for cultural, recreational and social activities sponsored by recreational, civic and commercial interest. It is the locale for a major portion of the leisure and cultural activities of Culver City and its surrounding population. The building is an all-purpose event facility perfect for small meetings as well as large events. More than 4,000 users schedule more than 20,000 hours of structured activities there each year. Additionally, the building provides another 6,000 hours per year for unstructured "drop-in" activities for senior citizens and teenagers. More than a quarter of a million attendees per year support the wide variety of activities presented in the Veterans Memorial Building.

In addition to meeting and banquet rooms, the Veterans Memorial Building houses,

- Kitchen Facility 675 +/- square feet
- Lobby Concessions 90 +/- square feet
- Auditorium Concessions 282 +/- square feet
- Storage Area 540 +/- square feet

The main kitchen facility is located next to the Lethbridge Garden Room (Garden Room), a 1,216 square foot banquet room with an adjoining outdoor patio. There is direct access from the kitchen to the Garden Room making it a perfect location for a daily restaurant.

However, the main kitchen, built in 1950, has not been used as a full-service kitchen for close to ten (10) years and will require major renovations, new equipment, and a County of Los Angeles Health Department Permit

The two (2) Concession areas may require renovations and Permits if, and when, they are operated on a daily basis

1 2 HOURS OF OPERATION

The Veterans Memorial Building is open for activities and rentals seven (7) days per week closing only on eight (8) major holidays Food Service could be operated daily at either or both of the concession areas for breakfast, lunch and dinner

The Garden Room must be made available to the City as a rental space beginning at 4 00 PM daily allowing the Operator to use it only for breakfast and lunch service All tables, chairs, work stations and restaurant equipment must be cleared daily by 4 00 PM from the Garden Room each day and placed in a storage area, out of site from the public

There are no limitations on the days and hours the kitchen could be in operation In fact, there may be opportunities for catering various meetings and events at the VMB

1 3 FUNDING SOURCE

The City budget does not currently include funding for any renovations, equipment or permits required to operate the kitchen for daily food service, or the Garden Room as a restaurant However, the City will entertain various options within the agreement with the Operator in exchange for the required tenant improvements

SECTION 2

2 0 SCOPE OF SERVICE

The City is looking for an Operator that will, in the shortest possible time-frame and immediate future, take over the kitchen for daily food preparation, the Garden Room for daily restaurant operations (breakfast and lunch only), and the Lobby and Auditorium concessions for regularly scheduled events which require concession services

The City will entertain a proposal for a flat rate monthly rental fee, a percentage of sales an escalating fee based on renovation costs and/or a combination of the above

The City desires an Operator that is experienced, capable and creative, has a demonstrated background as a restaurant owner, a demonstrated clientele in the City of

Culver City, the financial resources and business team that will be able to provide the highest quality of food and beverage services, at competitive prices, and one who can develop an aggressive and successful marketing and advertising program to build sales/revenues, which, in turn, will reasonably insure a long-lasting, successful business partnership between the City of Culver City and the Operator

2.1 EVENT CLEANING

Operator will provide adequate personnel to bus all tables and collect table cloths, catering equipment, dishes, glasses and flatware and break down all services stations at the end of each day and event

2.2 SUPPLIES

In addition to all equipment necessary to perform duties, Operator will provide all cleaning supplies, including, but not necessarily limited to trash receptacles, trash liners, roll towels, brooms, mops, mop buckets, wet floor signs, floor cleaner/degreaser, disinfectant, drain cleaner and maintainer, oven cleaner and anti-slip/fatigue mats, all such supplies meeting or exceeding safety standards as published by Cal Osha

2.3 EQUIPMENT & FURNISHINGS

Operator shall provide all kitchen and concessions equipment and furnishings necessary to operate a restaurant and concessions business. Operator shall provide adequate personnel to break down equipment and furnishings, which shall be stored on a daily basis by a time certain and in an area on the Garden Room Patio agreed upon by City and Operator

2.4 TRASH

Trash bins are provided at City expense, adjacent to the kitchen parking. All trash and garbage must be emptied from the kitchen on a daily basis by Operator's personnel. All cardboard containers must be broken down and disposed of in the cardboard recycling bin. All other trash will be disposed of in accordance with City recycling rules and regulations

2.5 CLEANING

Operator's personnel will be responsible for the daily and post-event cleaning of any kitchen or concessions space utilized by them. All trash and garbage must be emptied, counters and cooking surfaces cleaned, floors swept and mopped, and all dishes washed

All drain traps must be cleaned out after each days use All mop water must be emptied in drains designated for dumping

SECTION 3

3 0 PROPOSAL REQUIREMENTS

The City welcomes proposals from all such Operators Please use the following guidelines for your proposal submittals and provide the information requested, to the best of your ability, in the order detailed below

- 1 Your Company
 - a Corporation, partnership, proprietorship, names of officers and partners, stockholders, etc
 - b How long in business
 - c Size of Company, annual sales, number of operating units, number of employees, etc
 - d Describe ownership structure
 - e Description of services your firm provides, i e restaurants, catering, concessions, etc
 - f Financial resources and capabilities if privately owned, include three (3) years financial statements and balance sheets (note tax returns and other financial information may be requested at a later date)
- 2 Other Restaurant and Concession Operations
 - a List of similar operations/services in the greater Los Angeles area or other location in closest proximity to the City of Culver City
 - b Name, address and phone number of client and/or landlord contact at similar operations
 - c Date of opening or commencement of services provided for each location
 - d Description of foodservice operations provided for each location
 - e List of closed/lost businesses/contracts within the past 24 months including the reason for such closure/loss and the name and phone number of the client/landlord at each of these locations
- 3 Proposed Operations at the Veterans Memorial Building
 - a Extent of interior/exterior remodeling contemplated
 - b Total estimated capital investment for remodeling and or furniture, fixtures and equipment, and proposed method and sources to pay for the investment
 - c Sample menu and prices
 - d Days and hours of operation

- e Advertising/Promotion/Marketing plans
- f Description of on-site management structure and resume of proposed on-site manager
- g Food preparation methods, i e , on-site coking with fresh ingredients, off site preparation, etc
- h Proposed financial payment (i e , rent/commission reimbursement, monthly/annual minimum payment, etc) to City
- i Proposed "key" Lease/Contract terms and conditions
- j Proposed "up-front" capital dollars, if any, available to City for capital improvements in place

4 Proof of the Following Minimum Insurance Coverage

- a Automobile Liability, including owned, non-owned, and hired vehicles, with Primary Bodily Injury with limits of at least \$250,000 per person, \$500,000 per occurrence and Primary Property Damage of at least \$100,000 per occurrence or Combined Single Limits of \$500 000 per occurrence
- b General Liability including coverage for premises and products, independent contractors/vendors, personal injury and contractual obligations with combined single limits of coverage of a least \$1,000,000 per occurrence
- c Errors and Omissions coverage with limits of at least \$1,000,000 per occurrence
- d Worker's Compensation insurance as required by the Labor Code of the State of California

SECTION 4

3 0 PROPOSAL SUBMISSION

4 0

Three (3) sealed copies of written proposal shall be addressed and submitted by XXXXX to

City of Culver City
Attn Pam Robinson, VMC Manager
4117 Overland Avenue
Culver City, CA 90230

All proposals will be reviewed by the City based on the following criteria

- Ability of the Company to operate a restaurant and concessions

- Qualifications of the Company members and relevant experience of the individuals
- Demonstrated record of success of the Company on similar projects
- Responsiveness to this RFP and the completeness of the information provided
- Familiarity with all applicable requirements

The City reserves the right to reject, modify or cancel in part or in its entirety any and all proposals. The City may request additional information from any and all companies in order to make the best decision. The City will not pay for any costs incurred by any company or person submitting a proposal in response to this RFP.

The City will negotiate a lease with the Operator whose proposal, in the sole judgment of the City representatives, is most advantageous to the City. Financial return to the City and financial capabilities and resources of the operator, and other factors will be considered in the evaluation. Proposals should be submitted based on the most favorable terms possible. Upon selection of the successful proposer, the City and the successful proposer shall expeditiously prepare the lease agreement reflecting the agreed upon terms and conditions.

Inquiries on all matters during this process and matters requiring further clarification concerning the contents of the RFP should be put in writing and addressed to,

Pam Robinson, Manager
 Veterans Memorial Complex
 City of Culver City
 4117 Overland Avenue
 Culver City, CA 90230
 310-253-6632 – phone
 310-253-6629 – fax
 pam.robinson@culvercity.org

The City anticipates selecting an operator and commencing lease/contract negotiations as close to XXXXX as possible. The management of the Veterans Memorial Building is committed to move in an expeditious manner as soon as the Operator selection process is completed and a Letter of Intent exchanged between the parties.