



# LEWIS GINTER BOTANICAL GARDEN

## Food Service Operations – RFP

August 5, 2019

### **Introduction & Background**

#### **About Lewis Ginter Botanical Garden**

Lewis Ginter Botanical Garden operates a botanical garden located in Henrico County, VA located at 1800 Lakeside Avenue, Richmond, Virginia. After 35 years of rapid growth, the Garden now encompasses 82 acres, four lakes, 5,500 unique genera of plants within 15 distinct outdoor gardens, 11 major buildings including a conservatory and greenhouse, plus an 80-acre branch site, the Lewis Ginter Nature Reserve.

Annually we engage over 17,000 students in exciting education programs. Each year this group of identified learners is just a fraction of the more than 400,000 annual visitors who learn year-round what a garden can mean for the body and spirit as well as the mind.

In recent years the Garden has been honored with inclusion in a number of top ten lists for botanical gardens in North America. For the 650 volunteers, 68 full-time staff, and numerous patrons and allies, the honors spur continued commitment and effort.

### **Vision and Mission**

Our Vision builds upon our accomplishments and expanded presence and responsibility as we have transformed from a local attraction to a national place of excellence. Lewis Ginter Botanical Garden, including the new Lewis Ginter Nature Reserve, reveals the unity and integration of human and plant life, celebrates the fundamental significance of the natural world, and enriches communities through horticultural and educational excellence and innovative outreach initiatives.

Our mission affirms the Garden as a primary resource for learning about the botanical world—its beauty, heritage, and significance to the web of life. Lewis Ginter Botanical Garden connects people through plants to improve communities

## **Our Core Values**

*These five Core Values define the ethos of the Garden and Reserve.*

Responsibility - the importance of environmental stewardship and sustainability

Integrity - professional work that is straightforward, honest, upright, fair, and legal at all times

Hospitality - invite, welcome, and celebrate individuals from diverse communities as visitors, members, partners, volunteers, and staff

Inspiration - provide an accessible, memorable, and transformational botanical garden experience through a beautiful environment that engages guests, connects them to the plant world, and encourages them to learn, share, and model our horticultural practices

Innovation - inspire guests with evolving garden design, new and creative displays, stimulating programs, and singular events. Expand the influence of the Garden and Reserve through community partnerships and imaginative projects

As the Garden continues to pursue its mission, in adherence to our core values and the ongoing pursuit to connect people through plants to improve communities, we desire a food service operator that can generate revenue and enhance the guest amenity by offering menu options that engage and entice a broader audience by embracing different culinary cultures.

## **Lewis Ginter Botanical Garden invites experienced food and beverage concessionaires to submit proposals for the Food and Beverage Operations**

### **Included in the RFP:**

- Garden Café – open to the public daily - sandwiches, soups, lite entrees, salads and other grab and go foods for lunch service 7 days a week
- Robins Tea House – open to paying visitors/members offering a specialized menu that changes seasonally for dine-in table service from April 1 – December 30<sup>th</sup> for lunch service only Wednesday - Sunday, and dinner service (November 22, 2019 – January 2, 2020) during the GardenFest of Lights event
- Exclusive catering service for all:
  - Rental Events - held within the campus grounds
  - Internal meetings as scheduled by staff
  - Garden Events – satellite location at Bloemendaal House outside patios offering food and beverages for Garden-wide events – examples - Mother’s Day, Flowers After 5, special exhibits, opening and preview events, etc.
- Food Service in the Children’s Garden – Currently handled with vending machines – we would entertain other suggested options as a substitute or fold in during months of highest daytime visitation (May – September)
- Additionally, the RFP should include proposals for:
  - Food/beverage offerings that can be made available for those programs or events that draw visitors unlikely to be able to afford the Café and Tea House amenities (Free Community Days – July 4<sup>th</sup> and Labor Day, and Museum For All (MFA) visitors and members).
  - Initiatives to increase environmental stewardship efforts in the food service areas listed above and fare that is locally sourced as is feasible.
  - The Contractors Executive Chef to provide and lead food related adult education classes (citing past experience of same).
  - Farm to Table dinner events or other events that speak to the regions trending food events.

### **Guiding Principles:**

The Garden is open currently 362 days/year, potentially 365 days/year, with food service amenities offered each of those days unless closings are predetermined for maintenance and deep cleaning needs or for inclement weather issues. The Contractor will be responsible for providing all labor and management of food service and food operations in the above locations.

The Contractor will be responsible for all supplies (including but not limited to: all service, prep and cookware, catering service supplies), materials (e.g.: menus, restaurant signage, linens, catering uniforms/name badges, etc.) and equipment beyond that included in the Café and adjoining kitchen, and additional kitchens as listed above, and necessary to provide food services at the Garden. Kitchen equipment provided by the Garden upon request.

The Contractor will provide beverages, sandwiches, salads, entrees and other prepared foods. Contractor may use all kitchen facilities listed above to prepare food sold.

The Contractor will promote healthful eating habits, employing environmentally sound practices and stewardship of resources, including but not limited to recycling, composting, reduced use of plastic, water and utility conservation, etc. as is appropriate and feasible.

The Contractor will provide quality food at reasonable and competitive prices. Food selections will include foods that are quick to eat, offer some grab and go options, including organic, low fat and vegetarian options. The diversity of staff and guests speak to the need to offer an array of choices. Proposals should include a plan that meets the food needs of diverse visitors and rental clients as number one priority. Environmental stewardship and sustainability is a responsibility and core value for the Garden and it is necessary that a food service contractor supports this value by emphasizing green business practices and offering healthy choices on its menu plan.

The Contractor will be expected to participate in the Garden community by interacting with the staff at meetings and gatherings where it appropriate for them to attend. The contractor will remain positive to suggestions, concerns, complaints and changing needs of the staff and visitors.

Lewis Ginter Botanical Garden is conducting this RFP acknowledging the current contract with the current contractor will be expiring on January 15, 2020.

Approximate total gross annual revenues for food and beverage operations of \$2,000,000.

The selected Contractor will provide and oversee all food and beverage service operations at the Garden Café, Lora Robins Tea House, Vending Concession Machines (or alternative options), and for all rental events, in-house meetings and garden wide or departmental special events..

**Lewis Ginter Botanical Garden management will be reviewing and evaluating proposals and awarding the new food service Agreement based on the following criteria:**

- Women and minority owned businesses are encouraged to participate and will be given every opportunity to succeed in this process
- Proposals from partnerships of more than one operator are welcome provided the relationship between the partners (or subcontractors) are presented clearly and there is one entity submitting the proposal
- Currently, the food service operator owns and provides the required liquor license for catering events. The Garden expects that the successful food service/catering operator will continue to provide this license and related insurance requirements
- The Garden expects to receive payment for **\$195,000/yearly** payable in monthly installments, (in lieu of a historical model of base rent, a percentage of vendor's gross revenue annually, or commission of gross sales.) The Garden will consider prorating this monthly payment during January and February to offset actual revenue during these slower months. Any arrangements must be agreed upon and in writing by LGBG/food service operator prior to end of calendar year for upcoming year.
- **Maintenance of Garden's Facilities** - Current Food Service Contractor Maintenance Agreement – ***consideration of other options that share risk and reward will be considered:***
  - **General:** Food Service Contractor shall maintain the kitchen food and beverage equipment, including kitchen hoods and kitchen hood fire suppression systems, in good repair and condition and in conformity with applicable laws and regulations including routine maintenance, repairs and minor alterations as it, from time to time, deems necessary for such purposes.
  - **Fees:** The food service contractor will pay a maximum of \$12,000 annually for routine maintenance, equipment maintenance contracts and minor repairs. Copies of documents related to outsourced maintenance and repair work will be forwarded to LGBG. If Contractor/Food Service Provider coordinates in advance with LGBG, LGBG will reimburse Food Service Provider for the first \$100 of any single service call or repair project not related to periodic payments of an equipment maintenance contract.
  - **Notification/Record Keeping:** Food Service Contractor shall notify LGBG, in a timely manner, of any damage to, or repair or replacement required to the food service areas or equipment provided by LGBG. Food Service Contractor shall maintain an equipment repair log identifying date of request, name of requester, and description of problem, date of service, date of completion or follow-up.

- **Facilities Upkeep/Negligence:** Absent of negligence on the part of Food Service Contractor, LGBC will be responsible for the replacement of the kitchen equipment as needed including all structural and equipment maintenance of LGBC's food service facilities, including without limitation, the repair, replacement, refurbishment and maintenance of the interior and exterior walls, doors, floors, grounds, roof, electrical and mechanical systems, HVAC, furniture, fixtures, audio visual equipment, windows, plumbing and painting. Maintenance responsibilities of LGBC shall not include any equipment or fixtures owned by Food Service Contractor. Food Service Contractor agrees to repair or replace promptly, at its own expense, any/all LGBC property damaged through negligence or misuse, by its employees or agents.

### **Description of Food Service Operations -**

Below food service areas are reflective of current operations, however proposals that offer alternative options will be considered as long as they attain and satisfy the same goals of revenue requirements and adequate guest amenity for food and beverage needs.

**Food Service:** Preparation, service and sale of food, beverages, confections and other similar items in the "Food Service Areas".

#### **Food Service Areas:**

Areas in the Garden provided to inventory, prepare, serve and sell food and beverage (including administrative offices, cold and dry storage, kitchens, dishwashing areas, dining areas, facility rental rooms and related rooms, hallways, equipment and other infrastructure).

Robins Visitors Center (RVC): Food service offices (two dedicated to Contractor use); RVC Café (customer service area, serving line, indoor seating area, patio seating area, bussing room, linen closet); RVC Kitchen (including food preparation areas, dishwashing area, main level cold storage, main level dry storage, kitchen office, service elevator, locker area, loading dock, two basement storage areas and associated rest room, corridors and stairs). As included in rental contracts: Café, Robins Room, Robins Room south terrace, the Atrium and RVC north terrace.

Bloemendaal House (BH): Kitchen, small pantry, office and basement storage/cold storage room. As included in rental contracts: Dining Room, Mary Garland Smith Room, Lecture Hall, glassed in porch, porches and adjacent patio terraces and second floor Board Room.

Kelly Education Center (KEC) – Staging/holding kitchen (non-cooking).

- Massey Conference Center – Auditorium, Azalea Room and pre-function spaces.
- Gillette Education Wing (Classrooms 1, 2 and Laboratory), adjacent hallways; Luck Memorial Garden, and Lora M. Robins Library and Reading Room and adjacent hallways as needed for internal meetings (The Garden’s Board of Directors, Board Committee, staff and staff organized meetings).

E. Claiborne and Lora Robins Tea House – Full service seated restaurant

Other:

Exclusive Catering for Rental Events – those events where a third party contracts directly with the Garden for a designated event space and with Contractor for food and beverages and control of the invited guest list is retained by the client.

Special Events – those events whereby Garden Visitors are invited to the Garden to participate in educational, social or recreational activities that may be augmented with food and beverage services.

### **Exclusive catering**

Defined as all internal and external food and beverage services, with the clear understanding that the Garden will reserve the right to permit other caterers for certain internal events only if there is a compelling reason to do so. It is expected that the operator will leverage all their internal resources to help create and implement efficient, creative, memorable events.

The Garden expects its food service operator/partner to also be a partner with sales/marketing to supplement the Garden’s efforts to optimize the facility rental activity at the garden.

### **Prospective Operators**

The Garden is interested in receiving proposals from food service operators that are well established, financially sound, experienced, flexible, and who can develop creative and innovative proposals to operate the food services based on the Garden’s goals and vision for food services as detailed in this request for proposal.

Prospective operators will need to clearly demonstrate in their proposal the ability to provide high quality services, on a daily and consistent basis, as well as a variety of menus and pricing that will appeal to a cross-section of diverse visitors, guests and internal and external catering users.

Operators will also need to clearly demonstrate their ability to meet the Garden's internal Departmental catering needs and budgets on a consistent basis.

Proposals are welcome from local, regional and national food service and caterers that can demonstrate the ability and flexibility to meet or exceed the Garden's food service related goals and vision. Proposals are welcome from partnerships of operators provided such proposal is submitted by one entity, that being one "well established" entity as the primary operator/contractor. The Garden seeks, in its food service operator (or operators), firms that will understand and appreciate the Garden's distinctive values, and will work as a true partner in supporting the garden in future years.

**Description of Food Service Operations**

<b>Food Service Hours for Restaurants</b>		
<b>Cafe</b>	10am - 4pm daily 11am - 3pm daily	April - December* January - March
<b>Robins Tea House</b>	11:30am - 2:30 pm Wed - Sun	April - December*
<b>Children's Garden Snack Stand</b>	11am - 3pm daily	April - October

*\*Closings for deep cleaning in January, or as needed for inclement weather or early closings to accommodate rental events will be arranged in advance b/t the Garden and Contractor*

Concept: the Garden would like to see all food service areas, menus, signage, graphics, merchandising, presentation and even staff uniforms themed to the various areas of the Garden/Food Service Operators brand to the greatest extent possible and practical.

Staffing: Staffing requirements are seasonal by location, but preference will be given to operators who are able to utilize staff in other locations during periods of slow visitation so as to cultivate long term professional staff, and reduce turnover.

Permanent Ware &/or Disposable: Permanent ware should be used for catered events as applicable and are provided by the Garden at each dining facility. Any/all disposable single-use ware must be environmentally sustainable and cost competitive.

Menus & Pricing: Pricing must be reasonable, consistent and comparable with similar family-oriented cultural institutions and local similar private rental facilities in the Richmond/Henrico area. Children's menus and pricing are essential.

Garden Members -There are approximately 12,000 Garden memberships. Discounts on any food purchases in the Café and Tea House are limited to the month of March (March Member Madness).

Garden Volunteers: There are over 600 volunteers. They are entitled to a 10% discount on food and non-alcoholic beverages in the Café and Tea House only (current food service facilities). This does not apply to their guests meals and does not apply to special events.

Garden Employees and their Guests: There is approximately 100 staff at the Garden. They currently receive a discount at the Café and Tea House of 25% and special pricing for coffee from the Café as directed by Food Service Manager.

### **Catering for Rental Events and In-House Meetings**

The selected food service operator has an enviable position as the exclusive contractor for most all food and beverage needs at the Garden\* so will promote the food service business at large and execute catering to high levels of professionalism and culinary taste and presentation.

*\*The Garden has the right to continue working with existing third party contractors in long term agreements. Any new third party food/beverage vendors may be considered if Contractor does not want to provide additional food/beverage options as requested by the Garden. (King of Pops/Expresso A Go Go, preexisting agreements with a few select flower show groups that allow the group to bring in their own snacks and beverages for set up/judging. The Garden will provide information on those few groups by request).*

### **Facilities Events Department - Sales**

Rental of spaces by clients are coordinated by contract through the Facility Events Department with all rental fees payable to the Garden. Clients coordinate food and beverage fees separately and directly with Food Service Operator and by separate contract. Exceptions to this are offered with predetermined programs meant to capitalize on unused event space and at the agreement of the Facility Rental Department and Food Service Operator, with a portion of the program fee payable to the Garden. The Food Service Operator will provide all required staffing during the event to ensure the safety and success of each event.

### **Advertising - Facility Rentals**

Promotion of facility rentals is done primarily through the Garden's website, but also through printed materials made available to walk in visitors when requested, Facebook weddings and events page, and multiple other event driven promotional platforms (*Wedding Wire, Here Comes the Guide, Richmond Weddings* publication, *Eventactive, Wedding Spot, Eventzingo*), and wedding expos. The Garden reserves the right to change advertising sites when needed or is prudent to do so. The Garden's marketing department will collaborate with its food service operator for restaurant and food service promotions for restaurants, events, etc.

### **Catering Services**

With catering services provided on an "exclusive" basis by the in-house operator, it is important that the operator be able to provide a variety of services, menus and pricing in order to meet the needs of both internal and external customers. In order for an "exclusive" catering relationship to be successful, it is important that the in-house exclusive caterer recognize the need to meet a large constituency of clients and needs, from the most simple and inexpensive to very fancy, intricate, and expensive.

## **Facility Rentals**

The Garden will handle the booking of all events, both "internal" (Garden sponsored and/or paid for events) and "external" (outside groups and organizations) and will have sole and absolute approval of the types and sizes of events and outside groups and organizations that may book events at the Garden. Outside groups and organizations will pay a facility rental fee (and possibly other related charges) to the Garden. Facility rental fees shall be retained by the Garden. Facility rental fees are detailed here: <https://www.lewisginter.com/facilityrental>

## **Alcoholic Beverage Service**

The Food Service Operator will purchase and own the alcoholic beverage license for the Garden's buildings and grounds. Operator will be the exclusive alcoholic beverage service provider even if a third-party caterer is used (as detailed above) for food catering.

The in-house exclusive caterer will be responsible for all operating costs and expenses as it relates to alcoholic beverage services including beverages, staff related expenses, taxes, licenses and supplies. The Garden reserves the right to receive and use donated alcoholic beverages at and for Garden-sponsored events. In the case of donated products the Garden may engage the services of the operator for set-up and service of these donated products based on mutually agreed terms and conditions and within ABC laws.

The operator will provide the mandated alcoholic beverage service training to its management and hourly staff that are involved with alcoholic beverage service and sales.

## **Vending Machines**

The Garden currently has vending machines located in the Children's Garden. The Food Service Operator provides service and stocking of all vending machine for visitor areas as part of their proposal.

## **Tour Groups**

The Garden will work with the Food Service Operator and the tour operators to try to optimize these services and revenue for the food service operator and the Garden.

## **Environmental Guidelines**

The Garden is interested in the operators plan for offering a "Green" food service environment, including "sustainable" menu ingredients, locally grown, environmentally safe and sustainable supplies and operations. In cooperation with the Garden, the Food Service Operator will review what is appropriate and reasonable.

## **Contract Terms & Capital Investment**

The following are some of the key contract terms, conditions and responsibilities that the Garden would like to have under the new Agreement.

### **Capital Investment by Food Service Operator**

The Garden will consider strategies and enhancements that require capital investment and operator contributions to those investments.

Operator will be required to fund:

- Operator pre-opening and start-up costs and expenses, including any corporate overhead, staff or related charges if applicable to your company.
- Consumable food, non-alcoholic beverage (and alcoholic beverages, if applicable) and supply inventories.

### **Recycling and Waste Material**

Operator will, at no cost to the Garden collect, sort, and remove all solid waste and food products at their own cost, in accordance with sustainable practices important to the Garden.

### **Submittal Information**

The Garden will allow site visits by interested operators, to be scheduled individually during the following dates August 20 - 23, 2019/August 27 - 30, 2019. For scheduling, contact:

Kim Dove  
Chief Operating Officer  
1800 Lakeside Avenue  
Richmond, VA 23228  
kimd@lewisginter.org

Inquiries relative to this RFP are only to be submitted in writing via email no later than twenty (20) business days prior to the close of this RFP (September 30, 2019). The Garden will attempt to answer all written questions received as well as oral questions received during site visits. The Garden will provide a summary of all questions and answers and any changes to the requirements of the Request for Proposal in an addendum to the RFP. This addendum will form part of the RFP package and will be forwarded to all parties attending the briefing session.

## **Submittal Requirements**

### The Proposal:

Each Proponent shall submit 4 printed copies of the proposal and a digital (PDF) version.

### Selection Process:

A Proposal Evaluation Committee will review all technically compliant proposals submitted. The Garden may retain external experts to provide advice and support in the review of the submissions. Each proposal will be evaluated based on the following criteria:

### Financial Return to the Garden:

Proposed return to the Garden and reasonableness of proponent's Pro-Forma Financial Forecasts.

### Concept and Design of the Food and Beverage Concessions included in the Proposal:

- Proposed concept and layout
- Quality and creativity of the proposed design concept
- Proposed displays and signage
- Quality and variety of the proposed product offer
- Proposed product pricing

### Proposed Capital Investment Plan and Financial Capability:

Reasonableness, appropriateness and level of the proposed capital investment and enhancement plan.

The financial stability and capability of each Proponent based on the financial statements and bank references that are included as part of the proposal submission.

### Operations Management Plan and Firm's Experience:

- Commitment to the Foundation's required hours of operation
- Proposed staffing plan, including concept along with customer service and other training
- Proposed management structure
- Proposed revenue control systems and procedures
- Proposed inventory management and control systems
- Proposed quality assurance standards and procedures
- Proposed sustainable operations plan

- Details of anticipated inventory turnover and restocking procedures and the firm's record and experience in operating similar properties, as well as the experience of the senior management and/or owner(s) of the firm

Marketing Plan:

- Corporate marketing philosophy and policy
- Complete outline of proposed products/services to be sold at each location
- Proposed pricing schedules
- Strategies for product presentation and appearance;
- Plan for web, social, print and other marketing

**General Terms and Conditions:**

The Garden reserves the right to:

- Disqualify a Proponent in the event that, in the sole discretion of the Garden, its proposal does not contain sufficient information to permit a thorough analysis
- Verify the validity of the information supplied and to reject any Proposal where the contents appear to be incorrect or inaccurate in the Garden's estimation
- Accept Proposals in whole or in part
- In its sole discretion, to cancel this RFP without award or compensation to Operators, their officers, directors, employees or agents
- Reject any and all Proposals
- Accept the Proposal(s) which, in the sole opinion of the Garden, is (are) deemed the most advantageous to the Garden
- Request any other information it requires to evaluate the submissions. Failure to provide the information requested may result in the proposal being disqualified

All financial information must be presented in U.S. dollars; and the cost of preparing the Proposal or providing additional information is the sole responsibility of the Operator. The Operator assumes all responsibility for complying with all applicable laws and regulations. The Operator shall also be responsible for obtaining all permits required by law or local authorities.

Statistical data is provided for informational purposes only. The Garden is not responsible for any inaccuracies, and does not warrant the validity or relevance of data presented herein. All Proposals become the property of the Garden and will not be returned to Operator.

## **Request for Proposal Schedule**

August 5, 2019	Request for Proposals Posting to Gardens Website
August 5, 2019	Bid Opening
August 20, 2019 – August 23, 2019 August 27, 2019 – August 30, 2019	Pre-Proposal Site Visits by Appointment
August 30, 2019 at 5pm	Deadline Date to Submit Questions for RFP
September 30, 2019 at 5pm	Deadline for Proposal submission of RFP
October 7, 2019	Short List of Proposers Selected for Oral Presentations
October 16, 17, 18, 2019	Oral Presentations
October 21 – 25, 2019	Evaluation and selection process
November 15, 2019	Operator Award of Contract
January 20, 2019	Start date of Contract

Proposals are due no later than **5:00 p.m. Eastern Standard Time on September 30, 2019** by which time all proposals shall be recorded. Proposals will not be accepted after this date and time for whatever reason. Any late proposals will be returned unopened. Proposals submitted by facsimile will not be accepted. The Garden reserves the right to extend the Proposal due date and the Proposal Schedule. All changes or clarifications will be distributed to all registered proponents in the form of an Addendum.

Proposals, clearly marked "Food & Beverage Concessions RFP", are to be submitted to:

Kim Dove  
Chief Operating Officer  
Lewis Ginter Botanical Garden  
1800 Lakeside Avenue  
Richmond, VA 23228

## **Submittal Forms**

### **Part I -- YOUR COMPANY**

- Describe your ownership , (i.e., are you a corporation, general partnership, limited partnership, where incorporated, limited liability partnership, proprietorship , joint venture, limited liability company) names of officers and partners, stockholders, etc., and tax status of your entity. If a corporation, indicate state of incorporation.
- Include if your company or your partner company is a women and/or minority-owned classified business.
- Include complete address and contact information of office that will be responsible for Garden services. Please also include telephone, fax, email and web site information.
- Indicate how long in business.
- Names of company representatives (not on-site at the Garden) that will have the responsibility of the Garden's food operations, including, but not necessarily limited to, local/regional managers, area vice president, the person that has the contractual authority to bind your company (i.e., execute the contract) and an organizational chart reflecting positions and authorities from your CEO/Owner to the on-site general manager at the Garden.
- Name of the individual that is authorized to sign on behalf of your company and if a corporation that person's title. (If the entity submitting the proposal is a partnership, at least one of the general partners of the partnership must sign the proposal and must be authorized to do so.)
- Detail the frequency and purpose of on-site visits from regional and senior support staff from your company.
- What is the size of your company; annual sales, number of operating units, number of employees, geographic area that you operate, etc.
- Describe services your firm provides (i.e., food services, catering, vending machines, cafeterias, restaurants, alcoholic beverages, etc.) and the types of venues/locations that you provide your services to.
- Financial resources and capabilities; if privately owned, include three (3) years financial statements and if a public company, include your company's most recent annual report.
  - Indicate if the total capital investment and financial investment included in this proposal that has been approved by your company or parent company's board of directors. If the investment is not approved, indicate on what basis the Garden can consider your company's financial offer a "firm" and "commitment" one. Indicate source of funds for the total estimated capital investment (bank account, savings account, line-of-credit, brokerage account, loan, etc.)
  - Indicate your agreement that you will comply with all applicable federal and state laws and regulations pertaining to Equal Employment Opportunities.

- Indicate your understanding and agreement that Lewis Ginter Botanical Garden is exempt from all local, state and federal taxes and that your company will be responsible for the collection of and payment of all sales and other taxes that may be applicable to this Agreement(s).

## **Part II - YOUR CLIENTS/OTHER FOOD SERVICE OPERATIONS**

List at least three (3) client operations most similar to the food service, catering and alcoholic beverage services you are proposing at the Garden. Include as much of the information below as possible for each client listed.

- Description/narrative of overall operation.
- Name, address, phone, and email of client contact. (Please be sure that the telephone and fax numbers are up-to-date and correct).
- Date you started contract; is it a profit & loss or management fee contract; does the client receive a financial return from your operations?
- Indicate whether you opened the operation new or assumed the operation from another operator.

## **Part III - PROPOSED GARDEN SERVICES**

### **Food Service Locations:**

- Detailed written description of the proposed concept and operation for all current permanent food service locations covered under your proposal.
- Sample menus and prices for all day-parts (breakfast, lunch, morning and afternoon, beverages, desserts and snacks, etc.) listed by location name. Menus should be complete menus representative of all food and beverage items you are proposing to sell on any given day (it is not necessary to provide cyclical or multi-week menus, unless such submission best represents your proposed operation). Be sure to include "children's menus" and "children's menu items" with appropriate portions and price points. Indicate why you are proposing the type of menus that you have proposed.
- Confirmation of a discount policy, and details of the discount.
- Confirm that proposed days and hours of operation will be consistent with the current days and hours of operation as detailed in this RFP.
- Name and description of any branded programs your company proposes to use.
- Provide information on the environmental sustainability of your concepts.
- Food preparation methods; i.e., on-site cooking with fresh ingredients, off-site preparation, etc.
- Indicate how many and which points of service will be open on which days and at what times/hours.
- Indicate how tables will be bussed/cleared and how many staff you will have dedicated to keeping tables clean even if self-bussing is utilized.
- Provide an organization chart for the food service operations; all management and staff in support of the Gardens food service operations and services.

- Proposed minimum staffing on seasonal basis staffing (job descriptions, daily hours, and pay levels).

### **Alcoholic Beverage Services**

- Indicate what type of alcoholic beverage licensing your company is proposing. Indicate the anticipated cost of the license and related costs and expenses based on current market value.
- If your company has ever had an alcoholic beverage license suspended or revoked, please provide complete details and circumstances in this regard.
- Provide a list of other locations in Virginia where your company currently has alcoholic beverage licenses, as well as the type and purpose of each license.
- Provide a description of your company's policies and staff training procedures as it relates to "responsible alcoholic beverage service and sales."
- Indicate if you or your company has ever been involved in litigation as it relates to the service, sale or consumption of alcoholic beverages, and if so, provide complete details in this regard including the current disposition of any pending litigation.

### **Catered Events**

- Provide catering proposal samples for each of the events cited below, to include a food/beverage menu, services offered, proposal of cost, room set up, "all" terms and conditions applicable to service, payment collection policy and cancellation policy:
  - Wedding for 200ppl – plated dinner
  - All day Business Meeting for 50ppl followed by a short reception.
  - Afternoon Memorial Service for 50ppl – coffee and sweets
  - In- house Board of Directors Meeting for 35ppl scheduled 4pm – 5pm
  - Group Dining for 20ppl for a semi private gathering using a room for 1.5 hours.

*Examples should appeal to a cross section of clients with varying tastes and budgets*

- Provide a description of on-site managers/staffing support for daily administrative duties and for catering events.
- Provide your process for contacting a booked client, scheduling of meetings to discuss menus, room set ups, deadlines for confirmation of final menu, headcounts, fees.
- Indicate source and training of staff for large catered events.
- If you will be doing onsite events at the Garden to show off the facilities and your catering capabilities, describe what you will be doing, what resources are expected from the Garden, who pays for what, frequency of these types of events each year, etc.

- If you have developed marketing and sales materials for other similar cultural institutions please provide samples of brochures, web site pages, etc.

### **On-site Management and Organization**

- Provide an organizational chart of on-site management structure covering all services provided by your company at the Garden. In this regard, your organization chart should match the services you are providing based on your responses above.
- Provide a list of key representatives that are not onsite full-time but that will be involved in the Gardens food service operations and the frequency of their onsite visits during each calendar year.
- Provide a sample resume of a proposed on-site full-time general manager.
- Identify any consultants that your company will be using on an ongoing basis that are not fulltime, regular employees.

### **Other Information**

- Submit an implementation/start-up schedule and action plan indicating the steps required from the date of award of the contract on November 15, 2019, through and including, the first 90 days of operation. Provide detail on the names, titles and roles of all individuals that will be representing your company during the transition period.
- Demonstrate your compliance with statutes involving accessibility for people with disabilities including, but not limited to the Americans with Disabilities Act, ("ADA") for both customers and your staff. Further, demonstrate staff training involving reasonable accommodations and/or maintenance of accessible items such as menus, ads and sign layout.
- Provide a complete description of the corporate resources that will be in support of the Gardens operations (i.e., company representatives above and beyond the resident general manager). Provide the names, titles and responsibilities of each of these individuals. Indicate what interaction these individuals will have with the Gardens representatives, the frequency of such interaction and visits to the Garden, and the accessibility of these individuals to the Gardens representatives.
- If your company will utilize a central commissary, distribution facility, or kitchen for prepared, perishable, non-perishable, fresh or frozen food stuffs, and/or non-consumable supplies, provide details as to what will be provided by your commissary, distribution facility and/or offsite kitchen, frequency, purpose, indication that it is licensed and approved by the appropriate local and State governmental agencies, including the address of same.
- Describe your approach to cleaning and sanitation practices and policies.
- Generally describe your company's commitment to resource conservation measures that you will use at the Garden. Include methods such as source reduction, reuse, recycling, and composting. Also address topics such as food

waste (left-overs), cardboard, mixed paper, plastics, and conservation of energy and water. Confirm that "Styrofoam" products will not be used at the Garden without the Gardens prior written permission.

- Describe any and all training practices that will be applied to Garden operations.
- If your company assumes the current food service operations and services from the incumbent operator, indicate what your policies are relating to incumbent hourly and management staff.
- What are your company's staff training policies as it relates to Garden orientation, familiarization and working closely with the Gardens/visitor services staff to enhance the visitor experience?

#### **Part IV - FINANCIAL PROPOSAL AND PROJECTIONS**

Lewis Ginter Botanical Garden expects to receive a return on food service operations and reasonable compensation for use of facilities (and maintenance contributions). The Garden encourages operator entrepreneurship and creativity, while also maximizing simplicity for both parties, when proposing the model and terms (length of contract).

Operator must detail their proposed terms and show financial projections (pro forma) for a minimum of 3 years, to include operator return and Garden return.

Menu Prices: Provide sample menu pricing for both the café and the catering business areas. These Menu prices should not include sales tax.

Subsequent to Submission of the Proposals: The selection of the food service operator shall be at the sole discretion of the Garden. The Garden may, in its discretion, interview proposers.

Date of Award & Commencement of Operations: The Garden anticipates awarding the contract on/about November, 15, 2019. The commencement of operations and new agreement will start January 20, 2020.

Food Service Proposal Submissions: We request that 4 originals of your proposal, in sealed packages, clearly identified on the outside as "Proposal for Food and Catering Operations" be submitted on or before September 30, 2019.

Oral Presentation & Interviews: The Garden may receive oral presentations and interviews with companies the Garden feels are most responsive with their proposal and have demonstrated, through the proposal process, the resources, experience and capabilities necessary to provide the food service and catering services.

## **V. RFP SCHEDULE**

### **Request for Proposal Schedule**

August 5, 2019	Request for Proposals Posting to Gardens Website
August 5, 2019	Bid Opening
August 20, 2019 – August 23, 2019 August 27, 2019 – August 30, 2019	Pre-Proposal Site Visits by Appointment
August 30, 2019 at 5pm	Deadline Date to Submit Questions for RFP
September 30, 2019 at 5pm	Deadline for Proposal submission of RFP
October 7, 2019	Short List of Proposers Selected for Oral Presentations
October 16, 17, 18, 2019	Oral Presentations
October 21 – 25, 2019	Evaluation and selection process
November 15, 2019	Operator Award of Contract
January 20, 2020	Start date of Contract