

CONTEMPORARY JEWISH MUSEUM

connecting art, people, and ideas



Photographer: Brett Bitter - Courtesy of the Contemporary Jewish Museum, San Francisco

Request For Proposals: Museum Café Issued: November 29, 2010

November 29, 2010

L'Chaim!

The design of the Contemporary Jewish Museum (CJM) is based on the Hebrew characters representing L'Chaim or *To Life*, a fitting theme for a museum dedicated to exploring the vibrancy of contemporary perspectives on Jewish culture, history, art, and ideas.

The CJM is now ready to enter a new phase in its life: the solicitation of proposals for a new vendor to run a café inside the museum. In August, the existing café closed and we are issuing this Request for Proposals (RFP) to secure a new vendor to operate the café on the ground floor of our Daniel Libeskind-designed building.

Located in the heart of San Francisco's shopping, convention and museum district, the Café represents a significant business opportunity for the motivated operator ready to capture some of the more than 15 million visitors who travel to San Francisco annually.

As Director of the museum I want to thank you for your interest and convey that the CJM is committed to the success of this café. For those with a sense of vision, this is a chance to make your mark

Thanks again for your interest in the CJM. I hope that you will submit a proposal to become the museum's next collaborator in serving our patrons and the greater Yerba Buena area. We believe this is a wonderful opportunity, and look forward to working with you through this RFP process. Sincerely,

Connie Wolf
Director & CEO

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Introduction and Schedule

Since its founding in 1984, the Contemporary Jewish Museum (CJM) has engaged audiences of all ages and backgrounds through dynamic exhibitions and programs that explore contemporary perspectives on Jewish culture, history, art, and ideas. The museum opened at its new location in 2008.

The CJM had maintained a café to serve its visitors and members as well as members of the public at large. In August, the current vendor's contract expired and the café closed. The CJM is issuing this Request for Proposals (RFP) to operate the café located on the ground floor of the Museum.

Although new to the city's arts and cultural district, the CJM immediately distinguished itself as a serious destination with dynamic exhibits featuring Marc Chagall, Maurice Sendak and most recently Maira Kalman. Situated in the heart of San Francisco's Yerba Buena district, the café comes with an enviable outdoor seating area perched at the edge of a refurbished plaza that offers patrons views of historic St. Patrick's Church Park and the fantastic architecture of other local landmarks and hotels. For the savvy operator, this is an opportunity to create a destination that sits in the jet stream of San Francisco's almost \$8 billion visitor and convention industry.

The café space comes furnished with both front and back of the house fixtures. The CJM is prepared to negotiate an agreement that is economically feasible for both the vendor and CJM.

Recently the CJM conducted a survey in which it asked its patrons their opinions about food options at the museum. Not surprisingly, the results leaned towards Jewish-inspired dishes with plenty of choices for lighter and vegetarian options on the side. We would also like our new vendor to obtain a license to sell alcohol to add one more choice for our patrons and private catering events.

If you are interested in pursuing this unique and rewarding opportunity, the CJM encourages you to respond to the attached Café RFP by **January 18, 2011 at 5 p.m.** Tours of the space will be conducted on **December 15, 2010** and **January 5, 2011**. All questions regarding this opportunity should be submitted to cafe@thecjm.org. All questions and responses will be posted on CJM's website.

We encourage responders to think creatively about how the café will look, what types of food and beverages the café will serve, and how to promote the café to raise attendance. The respondent with the strongest proposal to the cafe RFP will be invited to open contract negotiations.

Project Schedule

<i>November 29, 2010</i>	<i>RFP Issued</i>
<i>December 15, 2010</i>	<i>Café Tour Conducted</i>
<i>January 5, 2011</i>	<i>Cafe Tour Conducted</i>
<i>January 18, 2011</i>	<i>RFP Responses Due</i>

Contemporary Jewish Museum RFP

Project Facts

The information contained on this project fact sheet is intended to give RFP respondents critical information necessary to draft a meaningful response. Historical information about the café's previous operations should guide, but not dictate, how the business plan is written and how the café is projected to operate financially. RFP Responses that do not reflect the information contained on this fact sheet will be penalized during the evaluation process.

Reservations of Rights by the Contemporary Jewish Museum

The issuance of this RFP does not constitute an agreement by the CJM that any contract for café operations will be entered into by the CJM. The CJM expressly reserves the right at any time to:

1. Waive or correct any defect or informality in any response, submittal, or submittal procedure;
2. Reject any or all submittals;
3. Reissue a Request for Proposals;
4. Prior to submission deadline for responses, modify all or any portion of the selection procedures, including deadlines for accepting responses, the specifications or requirements for any materials, equipment or services to be provided under this RFP, or the requirements for the content or format of the responses;
5. To make a selection based directly on the proposed elements or to negotiate further with one or more of the respondents;
6. Procure any materials, equipment or services specified in this RFP by any other means; or
7. Determine that no project will be pursued.

About the Contemporary Jewish Museum

- Hours: Daily 11:00AM until 5:00PM, Thursdays 1:00PM until 8:00PM, Wednesdays closed
- Estimated annual attendance is 125,000
- Estimated daily attendance is 400 (attendance is not evenly distributed with weekends and holiday Mondays the busiest)
- The address is 736 Mission Street (between 3rd and 4th), San Francisco, CA 94103
- The CJM can be visited at www.thecjm.org, 415-655-7800

About the Café

- Previous Hours: Daily 11:00AM until 4:30PM, Thursdays 11:00AM until 7:30PM, closed Wednesdays. The previous café vendor suggests stopping food service after 3:30PM as the peak service times were from 11:30AM until 2:30PM.
- CJM expects the café to be open when the museum is open.
- Museum admission is not required to dine at the café.
- Previous café vendor's average check was \$9.50 - \$11.50.

- Previous café vendor's approximate average attendance was *100 per day*.
- Previous annual café revenues were roughly split 35% catering and 65% café sales.

Café Dimensions

- Kitchen: 705 square feet
- Café Area – interior: 1785 square feet
- Café Area – exterior: approx. 600 square feet
- Dry Goods storage room: 100 square feet of secured space in the Museum's basement
- See floor plan following RFP for additional details

Café Equipment

The following café equipment will be provided by CJM. Equipment will be provided to the vendor in good working order at the start of the contract. Vendor will be responsible for coordinating and paying for any maintenance/repairs needed for the duration of the contract.

- 84 café chairs (64 white, 20 orange, for external and internal use)
- 21 three foot square tables (for external and internal use)
- 3 market umbrellas (for external use)
- 1 Wells soup well
- 1 Beverage Air under-counter 3 door refrigerator cabinet
- 1 Beverage Air under-counter 2 door refrigerator cabinet
- 1 True reach-in section refrigerator
- 1 Coldzone remote refrigeration unit
- 1 Pacific Refrigeration walk in cooler 9' x6'
- 1 Imperial six burner range oven with salamander
- 1 Imperial convection oven
- 1 Scotsman replacement ice machine
- 1 In-Sink-Erator disposer
- 1 Hobart dishwasher
- 2 Radiant cash registers
- Additional sinks, counters, storage and shelving units

Café Menu – Restrictions and Requirements

The café is not a certified kosher establishment and is not under rabbinical supervision. The CJM does *not* allow pork or shellfish in the building. The museum envisions the new café serving traditional Jewish fare with a contemporary twist giving the visitor an opportunity to extend their educational experience to include a culinary one. However, we are not only looking for Jewish based food and we encourage respondents to propose a menu that best showcases their culinary talents.

In an August 2010 survey of museum attendees, survey respondents were asked what types of cuisine they would like to see at the new café. The top four answers to that question were: healthy options (salads, etc.), Jewish food (blintzes, knish, pastrami sandwiches, matzo ball soup, etc), coffee and tea, and vegetarian options.

Catering Internal Museum Events/Meetings

Throughout the year, the Museum has numerous internal events ranging from breakfast/lunch meetings, to cocktail receptions, fundraisers and exhibition openings. The CJM expects that the café vendor will provide catering for all such internal events. However at the Museum's discretion, large scale events hosted by the CJM, such as the annual Family Gala, and some exhibition opening receptions may also be catered by a 3rd party vendor from the Museum's list of approved caterers. For additional information about CJM's previous kitchen rental rules (including a rental fee paid to the café operator for kitchen usage by 3rd party caterers), please see page 13.

Estimated Number of Internal Events/Meetings (figures are annual estimates and subject to change):

- Breakfast/Lunch events (10-20 people): 50
- Casual Cocktail receptions (20-50 people): 10
- Fundraising Dinner or Gala (100-400 people): 2
- Exhibition Opening/Reception (200-400 people): 4

Additional Catering Opportunities

The CJM is available for rent by the public to host events such as wedding receptions or corporate cocktail parties. Historically, the CJM has suggested the café operator as a first choice for catering these outside rental events and these parties represent an additional opportunity to increase café revenues.

Security Policies

All café patrons must enter through the CJM's main entrance and go through both bag inspection and metal detector screening. All café staff will always need to enter and exit the Museum through the Administrative staff entrance, located on Stevenson Street, off of 3rd Street.

Liquor License

The café's previous vendor had a type 41 beer and wine license for the café area only – **not** the entire Museum. The vendor left with the license and there is currently no valid liquor license for the café or Museum. The CJM would like the selected café operator to obtain a Type 41 liquor license.

Outside Plaza Space

The CJM currently holds a permit on a portion of Jessie Square Plaza allowing café patrons to dine outside on approximately 600 square feet of the plaza. With one-of-a-kind views of the green space of Yerba Buena Park, Jessie Square Plaza is a unique open-space in San Francisco and has the ability to draw a substantial crowd to the café. Respondents are encouraged to think creatively about how they would seek to use the plaza space to increase café attendance. The previous café vendor's liquor license did not extend to the exterior plaza space, but the Museum is interested in extending the liquor license to include the external plaza space.

Delivery/Loading Dock

The CJM shares a loading dock with the Four Seasons and Marriott hotels located at 55 4th Street (between Mission and Market Streets). All café deliveries are to be made to this dock. The CJM maintains its own separate delivery area at the dock.

Prior to any deliveries or load-ins, the CJM requires the café to provide a complete list of vendors/names and the estimated time of arrival. All vendors are required to present a photo ID to security upon arrival at the loading dock. These procedures also apply to all vendors/clients whether they are entering the building via the loading dock, the Administrative or Main Entrances.

Signage

The CJM will work with the selected café operator to produce promotional signage for the café that is consistent with all rules, regulations and contractual obligations for Jesse Square Plaza.

Green Policies

The CJM recycles paper, bottles and cans, as well as aluminum and tin. We compost *organic* material such as food, used napkins, paper plates, cups, etc. In addition we choose to use green cleaning products (rated by Green Seal) that ensure continued good indoor air quality. The café vendor will be required to adhere to these green standards and will be trained on proper disposal of recyclable and compostable items in accordance with the CJM's policies.

Pest Control

Vendor will be responsible for pest control management in the kitchen and café area. Currently Crane Pest Control provides service to the entire building with the exception of the kitchen. Vendor should contact Crane pest control to establish a pest management program for the kitchen/café consistent with that of the CJM.

Staff and Member Discount

Museum members and staff receive a 10% discount in the café. Café employees will receive free entry to the Museum including one guest when visiting the Museum outside of their typical work day. Café employees will be required to show their Museum ID and enter via the Main Entrance like a typical Museum visitor.

CJM Website

The café will have a dedicated page on the CJM's website. This page includes up-to-date menus, photos, hours of operation, etc. This page is maintained by CJM's marketing team with input from the café vendor. It is important that the café vendor keeps the marketing team updated with current café menus, daily/weekly special information, changes to the café's hours, among other important operations information.

Request for Proposal

The Contemporary Jewish Museum invites all interested parties to submit responses to the following Request for Proposal. Please carefully review the project's fact sheet and use the information provided to help craft your response to this RFP.

CJM will be offering tours of the café space on December 15, 2010 and January 5, 2011. The CJM strongly encourages all respondents to attend a tour and see the space in person. We will be able to answer any questions you might have during the tour. Please RSVP for this tour by emailing cafe@thecjm.org

Please Note: All materials submitted in response to this RFP will become the property of CJM and will be returned only at CJM's option and the bidder's expense. Costs for developing proposals are the responsibility of the bidder and shall not be chargeable to CJM. News release and/or publications pertaining to any award and/or contract resulting from this RFP shall not be made without prior written approval of CJM.

The selected respondent will be notified to open contract discussions.

Submission Requirements

1. **Submissions are due January 18, 2011 by no later than 5 p.m.**
2. Submission production requirements:
 - Proposal must be submitted in a 3-ring binder
 - 2-sided printing is encouraged
3. Electronic submission requirements: documents in Word, Excel and PDF (if your renderings/drawings are CAD files please "also" submit them as PDF files) as applicable to your submission on CD with your binder(s).
4. To submit your proposal, deliver 5 original copies of your proposal to Denise Childs via the CJM's Administrative entrance Security Office located on Stevenson Street no later than 5 p.m. on January 18, 2011.

A. Statement of Qualifications – Your Company

1. How long has your company been in business?
2. Please describe the ownership structure of your company (corporation, private, etc.) and legal name of your company/business.
3. Please provide the address of your office/location and key contact person's name, telephone number and email address where we may contact you about your proposal.

4. Please provide copies of your core team members' resumes or CVs.
5. Please describe your company's experience operating similar cafes or restaurants.
6. Please provide the name and address of any restaurant operations you currently operate or have operated that might be similar to the operation you are proposing for the Contemporary Jewish Museum.
7. Please provide 3 to 5 business references (clients or landlords) with their names, telephone numbers and/or email addresses.
8. If requested by the Contemporary Jewish Museum, will you provide financial information about your company? The information is not required at this time, but may need to be reviewed if your company is selected to negotiate with the CJM.

B. Proposed Café Operations

1. Describe your proposed concept for the café at the CJM.
2. Describe style of service you propose for the café (buffet style, table service, fast casual).
3. Provide a copy of the proposed menu(s) and pricing for food, beverages and alcoholic beverages.
4. Describe what, if any, renovations to the space you are proposing. Provide a floor plan and sketch (rendering) that shows how you intend to use the front- and back-of-the-house space and outside patio area (if applicable). Drawings should include a seating plan and provide enough detail (block out front of house and back of house spaces) to know and understand your proposed concept as described above. Drawings should conform to all applicable local and state codes.
5. Will all food be prepared onsite or will you be using off-site kitchen to support the operation at the Contemporary Jewish Museum? If using an off-site kitchen, provide the address of the kitchen that will be used and how long your contract (or lease) runs for that location.
7. What schedule (days and hours) do you propose to operate the café?
8. Will you accommodate reservations for the café? If so, please describe the system you intend to use.
9. Will you provide the requested 10% discount for Contemporary Jewish Museum and Staff and Members on food/beverage purchases?
10. What, if any, experience does your company have in catering?

11. The CJM uses the café to cater various in-house meetings such as Board Meetings, working breakfasts and cocktail receptions. This internal catering business accounted for approximately 35% of the previous café operator's income. Please provide a sample catering menu including prices appropriate for these in-house meetings.

12. The CJM is located in the heart of San Francisco's shopping, convention and museum district that is visited by hundreds of thousands of people annually. Describe the promotional activities you will undertake to drive traffic to this café.

13. Describe the ordering system to be in use at the café (POS, handwritten tickets, etc.).

14. What sustainability and/or green programs do you anticipate undertaking at this restaurant?

15. The CJM currently does not currently hold a valid liquor license but would like the selected vendor to obtain a Type 41 liquor license for the café. Does your company have experience in obtaining liquor licenses? Are you aware of any problems or obstacles that would prevent you or your company from obtaining a liquor license?

C. Other

1. Restaurant Build-Out: Provide a reasonable estimate (based on your proposed concept and floor plan) of the total cost to build-out the restaurant space including all furniture, fixtures and equipment (FF&E). Pending approval of the design, business plan and contract, the CJM may be willing to invest in capital improvement expenditures for the build out.

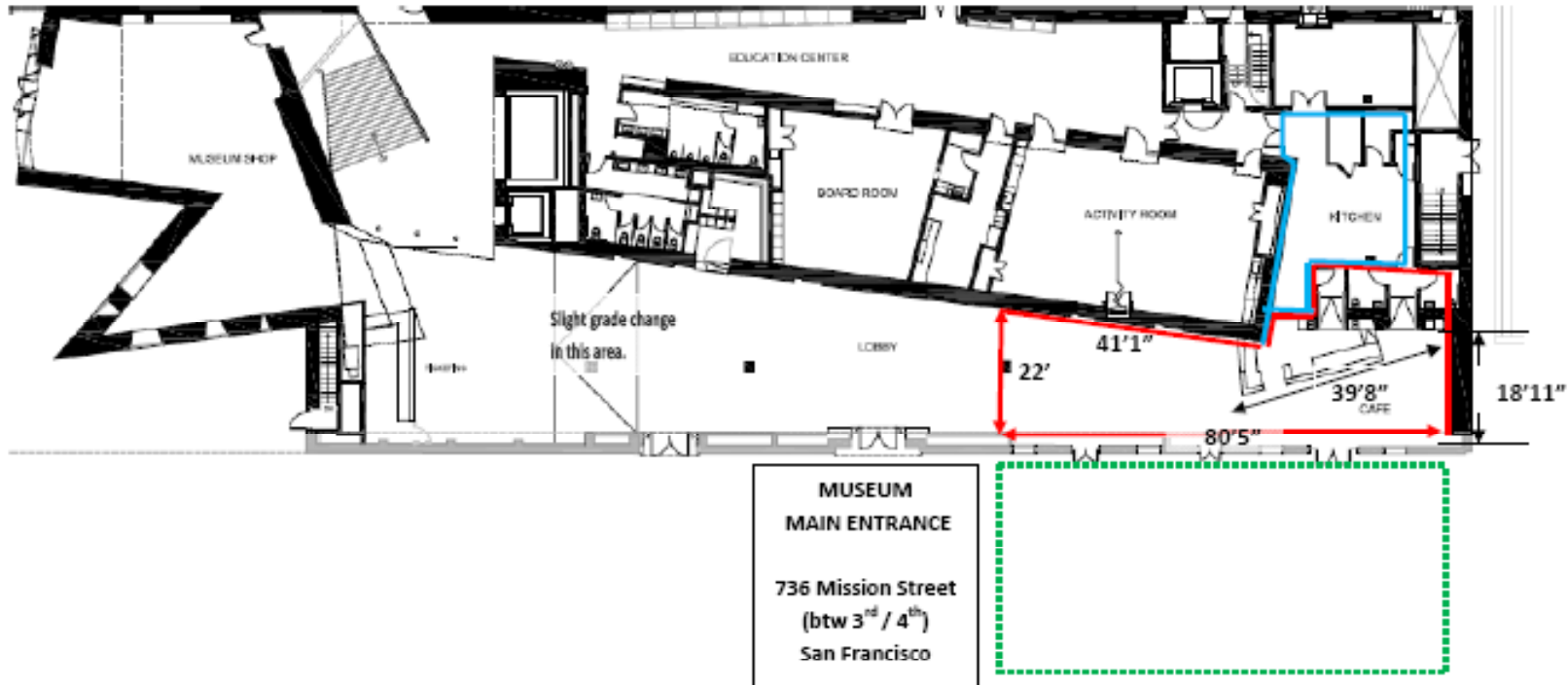
2. Business Plan/Financial Projections: Submit a reasonably detailed business plan and financial projections to help the CJM gain comfort and confidence with the financial viability of what you are proposing. Financial projections should include internal catering for CJM events and meetings in addition to standard café operations. Keep in mind that the CJM's goal is to ensure our café is successful. To that end, the CJM is prepared to negotiate an agreement that is economically feasible for both the vendor and CJM to ensure the success of café operations.

--- End of Request for Proposal ---

Café Floor Plan

Contemporary Jewish Museum
Cafe and Cafe Kitchen Dimensions & Images

- Kitchen: 705 square feet ————
- Cafe Area (interior): 1,785 square feet ————
- Cafe Area (exterior/plaza): 600 square feet (approx) - - - - -



Café Photos



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Kitchen Rentals/Usage by 3rd Party Caterers

The café kitchen is available for use by 3rd Party caterers that are on a CJM approved list for events held at the Museum after hours or as part of a Museum rental. The kitchen rental rules and regulations include:

1. Early access to the kitchen beginning at 4pm, which may require the café to close early that day. The café vendor will need to ensure all counters, stovetops and sinks are clean and cleared of any supplies, food or debris for the incoming caterer.
2. The café vendor must staff the kitchen for the duration of after hour events to ensure all kitchen equipment runs properly.
3. There is currently a \$1,000 kitchen rental fee that is paid by the client to the café vendor to cover the cost of staffing the event and for any lost revenue should the café need to close early to accommodate the kitchen rental.
4. 3rd party caterers **can** use:
 - stoves
 - ovens
 - convection oven
 - sinks and prep tables
5. 3rd party caterers **cannot** use:
 - dishwashing machine
 - toaster
 - Panini machine
 - coffee urn
 - small kitchen equipment
 - pots, pans or rolling racks
 - trays
 - linens and towels
 - plates and silverware
6. 3rd party caterers also **cannot** use the café's food supplies – including dry, canned or bottled kitchen food or beverages and ice from the café's ice machine.
7. Disposal by 3rd party caterer shall include:
 - A metal trash can, with lid, is required to dispose of used Sterno cans for transportation off the museum premises. Used Sterno cans are not permitted in any garbage or trash receptacle.
 - Clean ice and clear liquids are allowed to be put into the sinks.
 - There will be no disposal of oil or grease in any sink or drain in the building.

- All garbage, trash, cans, bottles, glass and combustibles must be removed from the property, not to be disposed of in the café, museum or loading dock area trash bins.
8. Clean up by 3rd party caterer shall include:
- Floors must be mopped and dried.
 - Stoves must be cleaned both inside and atop.
 - Grease trays underneath the burners must be cleaned.
 - All burners must be wiped down.
 - The convection oven must be cleaned on the inside if any spillage has occurred.
 - All tables must be cleaned and wiped down.
 - All sinks must be cleaned and wiped down.

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