



Request For Proposals

Cafe Food Service in the first floor lobby of the Glazer Children's Museum

Downtown Tampa

110 West Gasparilla Plaza

Tampa, Florida 33605

March 1, 2021



PROPOSAL OVERVIEW

The Glazer Children's Museum (the corporation / GCM / the Museum) is seeking a highly qualified vendor to provide daily cafe and/or food service at the Glazer Children's Museum located in Downtown Tampa, adjacent to the Curtis Hixon Waterfront Park.

The corporation intends to maintain a non-exclusive relationship with a qualified, licensed business to provide cafe-style, kid-friendly food service with seating on the first floor of the Museum in a publicly accessible area of the lobby.

The Glazer Children's Museum has developed the following request for proposals in an effort to identify for the proposer(s) the responsibilities and expectations of the Museum.

1 General Information

1.1 Purpose

The Glazer Children's Museum (GCM/The Museum) seeks a highly qualified food service vendor to provide the complete operation and management of daily food service operations at the museum. This primarily includes daily offerings at the walk up cafe space, grab and go options/snacks, limited menu catering/box lunch for small scale groups such as birthday parties and school groups, and box lunch options for campers. GCM is looking for a collaborative partner who can see the benefit of a family friendly cafe location facing a major public gathering space, who seeks to be part of the museum function, and is committed to adhering to GCM's values and service standards.

1.2 Background

GCM has traditionally served over 200,000 visitors annually, including families, school groups, and campers. The audience of the museum is children ages 0-10 and their families. Additionally, the cafe area is not in the paid area, so park patrons, downtown employees and visitors, and pedestrians are an untapped audience for a cafe. We are seeking a respondent who can articulate a vision and plan for expanding the reach of the cafe space while not impacting general museum operation.

Museum Hours of Operation (subject to change)

- Closed Mondays from Labor Day to Memorial Day
- Tuesday - Friday 10am - 5pm (summer Mondays)
- Saturday 10am - 6pm
- Sunday 1pm - 6pm
 - Open to Members the first Sunday of the month from 10-1
 - Open to families with children with special needs the last Sunday of the month from 10-1

GCM welcomes conversation about operation outside these hours, provided there is a strong cost/benefit argument and the burden of staffing is not borne solely by the museum.

1.3 Questions

Any questions regarding this RFP should be submitted in writing electronically to:

Kristen Nieves, COO
Glazer Children's Museum
email: knieves@glazermuseum.org

1.4 Preparation costs

The Glazer Children's Museum shall not be responsible for any proposal preparation costs, including any legal, design, printing, administrative or other costs associated with the preparation of the proposal. This includes any costs associated with any challenge to the determination of ranking and award or rejection of proposal. By submitting a proposal the respondent agrees to be bound in this respect and waives all claims to such costs and fees.

2 Process

2.1 Proposal format

Proposal must include a narrative response to the following:

1. Management and operations plan: a detailed plan for the operation of the cafe for the first two years, including any proposed physical changes (and budget), proposed menu, price ranges, hours of operation, proposed staffing, and anticipated budgets for year one and year two.
2. Fee structure: including revenue share proposals, minimum rental/compensation, and alternative approaches. This should recognize the market value of space and equipment, services provided by the museum, and value of brand alignment.
3. Management and operations team. Proposal should identify the organizational structure for management of the cafe, the qualifications of the on-site manager, chef, and any other key staff.
4. Qualifications. Proposal should include a description of previous comparable operations with names, photos, previous menus and references. Descriptions of partnership with other entities (leaseholder, etc), growth in audience, and innovative revenue generation potential is encouraged.

Proposal should also show proof of insurance with coverages

Proposal shall be delivered in the following format:

- Electronic delivery in pdf format, printable at no larger than 11x17. This shall be sent via email or FTP link

Proposal shall be delivered to:

Glazer Children's Museum
Attn: Kristen Nieves, COO
110 W. Gasparilla Plaza
Tampa, FL 33602
knieves@glazermuseum.org

2.2 Confidentiality

The content of all proposals will be kept confidential until the selection of a vendor is announced. The full list of proposers will not be made available. The final selected proposal will be available for review by other proposers after the vendor is announced, by appointment only.

All proposal materials submitted become the property of GCM.

2.3 Signature requirement

All proposals must be signed by an officer or other agent of the proposing vendor, provided that agent is authorized to sign contracts and enter into financial agreements on behalf of the vendor.

2.4 Modifications and withdrawals

No oral changes or interpretation of the RFP shall be considered valid unless shared in writing to all proposers via email. After pre-bid meetings, an email will go out with final clarifications and answers to questions.

Any respondent can withdraw a proposal at any time prior to the final submission date by email notification. If desired, a respondent can submit a new submission, or written modification or addendum to an existing proposal, prior to the final submission date. Any changes received after the final date will not be considered, with the exception of any modifications requested by GCM after receipt and before presentations.

No late submissions will be accepted.

GCM reserves the right to reject any and all proposals that are determined to be not in the best interest of the museum or its stakeholders.

2.5 Timeline

Request for Proposals released	March 1, 2021
Pre-bid meeting and site walkthrough arrange with Kristen Nieves)	any Monday in April 2021 (must
Final questions answered via email	no later than April 30, 2021
Proposals due to Museum	May 31, 2021, 5pm EST
Proposer(s) presentations completed by	June 30, 2021
Approval by Board of Directors by	July 31, 2021
Contracts completed by	August 31, 2021
Space turns over to contractor by	November 1, 2021

Applicant shall propose a timeline for reopening, considering season, traffic, and potential phasing. Space shall not turn over to the contractor before fully executed agreement and insurance requirements are in place.

2.6 Evaluation

Proposals will be reviewed by a team of GCM staff based on a 100 point scale (35 points each for Management/Operations plan and Fee Structure, 15 points each for Team and Qualifications).

Proposals that do not meet the basic criteria of this RFP will not be considered.

GCM reserves the right to negotiate with any or all bidders prior to selection.

GCM reserves the right to reject all proposals and solicit new proposals, should no applicant be deemed an appropriate fit.

3 Scope of Work

3.1 Term

This contract awarded to a successful applicant shall be for 3 years, commencing on October 1, 2021 with the initial term ending on September 30, 2024. After the initial term, renegotiation of contract may be made by mutual agreement in no less than 1 year increments.

3.2 Responsibilities of the contractor

3.2.1 Staffing: The contractor will be responsible for hiring, training, and supervising all staff needed to meet the scope of this RFP. Staff hiring, training, and comportment must be aligned to GCM standards, which includes a background check for all new hires. The contractor shall describe their staff diversity plan, Equal Opportunity status, and any DEAI initiative.

3.2.2 Contractor is responsible for providing everything needed to perform the scope of work of this RFP, including but not limited to: equipment, furniture, supplies, food, beverages, small wares and paper goods. All non-permanent additions and alterations to the space remain the property of the contractor.

Specific items of note:

- Tables, chairs, high chairs, trash cans
- Menu boards and signage
- POS unit, credit card machines

3.2.3 All cafe design elements, including signage, must be presented to and approved by the museum. Ideally, the museum will serve as a partner in the development of an identity that merges the branding of GCM and the branding of the contractor's entity. Contractor is responsible for full costs of any decor changes (paint, signage, vinyl). If the contractor proposed changes to the physical site (construction, alterations to the layout or building), further negotiation is needed, and the contractor may bear the full cost of those changes.

3.2.4 Contractor is responsible for maintaining a clean and sanitary space at all times, including ongoing cleaning of the dining area and kitchen space, trash removal from kitchen and dining area, and basic maintenance on museum owned coolers, sinks, and drains. Contractor is solely responsible for their equipment.

3.2.5 Contractor is responsible for costs of doing business including any fees, permits or fines associated with the dining area.

3.2.6 Contractor must have the following provisions included in their insurance. More specific information on limits and values will be agreed upon during contract negotiation with the successful proposer.

- Theft
- Windstorm
- Fire and extended coverage
- Worker's Compensation
- Liability (no less than two million dollars / \$2,000,000)
- Destruction of Premises

3.2.7 Contractor will maintain their own financial records and share monthly sales reports with GCM.

3.2.7 Contractor will be responsible for some marketing of their operation, in partnership with GCM.

3.3 Responsibilities of the Museum

GCM shall be responsible for the following areas related to the operation.

- City waste management services including maintenance of the dumpster
- All utilities
 - Electricity (200 amp)
 - Water
 - Sewer
- Pest control
- HVAC
- Plumbing/drains
- Garbage disposal/Dumpster
- Phone/Internet - GCM agrees to provide one phone line and internet connection points as needed for food service provider. GCM offers free WiFi to guests.
- Restrooms - lobby restrooms are open to museum guests and cafe patrons and are maintained by the museum staff. Restrooms are open during museum opening hours only, unless otherwise noted.
- Open communication and consideration regarding changes to scheduling, anticipated shifts in attendance patterns, policy and training changes, staffing changes, etc.

3.4 Cafe operation

The primary role of the contractor is to provide concession/food service in the lobby cafe for guests. Key areas of consideration include:

3.4.1 Minimum hours

Cafe will be open hours to maximize sales without overextending costs. In general, operation shall be open to offer food service to morning and lunchtime customers. Museum open hours are subject to change. Any changes to museum basic operating hours will be shared with food service vendor as early as possible.

3.4.2 Menu

Breakfast and lunch options with beverages should be made available. Museum expects the proposer(s) to work collaboratively on a menu and beverage options appropriate for the Museum's core audience (families with children ages 0-10) which includes a healthy selection of grab-and-go items available during the museum's operating hours. While the museum is not a peanut-free zone, the contractor should consider allergy friendly options for families.

In addition, the contractor shall create a "box lunch" menu suitable for group lunches (primarily school groups) as well as a menu for birthday party meals.

3.4.3 Pricing

Menu pricing should be competitive with the local downtown market, but accessible to museum families with young children. Pricing shall include a 15% discount for GCM Members, as well as a discount for GCM Staff (vendor to propose)

3.4.4 No Other Agreement Implied

The proposal shall be limited to the scope described herein and shall not include any other services, such as large scale or mid scale catering.

4 Proposal and Submission Requirements

Proposal should follow the following format

4.1 Title Page

Name of company, address, phone numbers, website (if available), social media (if available) and name of contact person.

4.2 Table of contents

4.3 Overview of company and demonstration of understanding of services to be performed

4.4 Experience and Qualifications

Proposer(s) should provide details on current facilities under their management, number of years involved in each food service business, type of special catering or restaurant ventures engaged in, a list of past and present clients (individuals and organizations), client and vendor reference contact information, and a list of key personnel with brief bios relative to their food & beverage experience and length of service with the company.

- List of applicable licenses, certifications, certificate of insurance coverages
- List of awards or distinctions

4.5 Full Proposal Narrative

The Full proposal should include the following items:

- Strategic multi-year cafe business plan including capital investment in the facility
- Proposed timeline for operation after being granted access to the space
- Operational and marketing budgets
- Proposed menu of food & non-alcoholic beverage offerings
- Small volume catering options for a kids birthday party
- Small volume catering options for a school field trip (boxed lunch)
- Small volume catering options for internal seasonal camps (boxed lunch)
- Online / contactless ordering options, if any
- Customer service philosophy and narrative of training program
- Narrative on hiring practices, staff diversity plan, and background check / drug screening requirements
- Marketing / promotions plan
- Previous three years sales reports at other venues

Significant emphasis will be placed on the proposal of a sound strategic business and operational plan, ability to be creative and innovative and quality of work product. Viability and financial strength of the proposer(s) must be given heavy consideration.

The quality of service, operational, and sales staff are also significant factors. Proposer(s) must demonstrate substantial expertise relative to safe food and beverage services.

4.6 Fee Schedule

Narrative should include a proposed full fee schedule. For reference, the current vendor fee schedule is as follows. This rate should be considered the minimum fee to the museum

- Minimum rate of \$1500 per month
- If monthly net sales exceed \$21,000, an additional rate of 10% of all sales in excess of \$21,000 is added to the monthly fee

4.7 Disclosures

Proposal must disclose any health department violations (at any point), negative media coverage and any fines, judgements, or litigation. If legally permitted, the narrative should include how these problems were addressed and steps that have been taken to prevent further issues.

5 Other Operating Information

Size of Cafe

500 square feet of kitchen and service area

500 square feet of dining area

Included fixtures/equipment - walk in cooler, sinks, some counter space,

Birthday Party Bookings - 106 bdays with food orders totalling \$33,760

2018 - 62 Bday - \$20,107

2019 - 44 Bdays - \$13,652

Camp Bookings - 596 lunch orders totalling \$5,960

2018 - 27 lunches - \$270

2019 - 108 lunches - \$1,080

2020 - 380 lunches - \$3,800

2021 - 80 lunches - \$800

PROPOSAL PRESENTATION

GCM will require the proposer(s) to make a formal presentation of their proposal to one or more stakeholder groups. An agenda of specific points of interest of the proposal may or may not be provided to the proposer in advance. The Museums Board of Directors will be heavily involved in the selection of the successful candidate. Upon selection, legal contracts will be developed outlining agreed upon responsibilities, scope of operations, term, financial agreements, and any other agreed upon specifics.

Proposer(s) response to this RFP and any other questions and/or communications by the proposer(s) during the RFP process must be submitted in writing to the contacts below.

Sarah Cole, President & CEO
Glazer Children's Museum
scole@glazermuseum.org
110 W Gasparilla Plaza
Tampa, Florida 33602-1500

Kristen Nieves, Chief Operating Officer
Glazer Children's Museum
knieves@glazermuseum.org
110 West Gasparilla Plaza
Tampa, Florida 33602-1500

CORPORATION RIGHTS

The Museum, its interested parties, or its Board of Directors may reject any or all proposals or parts of proposals to create a project of greater or lesser scope than described in this RFP before or after the formal proposal occurs. The Museum also reserves the right to cancel the RFP without penalty if circumstances arise which prevent the Museum from completing the project or for convenience.

Any submitted proposal shall, in its entirety, remain a valid proposal for a period of twelve months after the proposal submission date. All proposals become the property of the Museum and shall have the rights to any/all ideas or adaption of those ideas proposed therein.

The proposer(s) must treat the RFP process and proposal as confidential and must not discuss the proposal with any interested party, employee, agent, or Board Member except as expressly requested in writing by the Museum CEO. Decisions made by the Museums Board of Directors shall be final and binding.

REQUIREMENTS

Indemnification - hold harmless: Proposer(s) agrees to indemnify and defend at its own cost, and to hold The Children's Museum of Tampa Inc, d/b/a Glazer Children's Museum and the GCM Facilities Corporation, and their elected and appointed boards, officers, directors, agents and employees harmless from any and all actions, claims, demands, liabilities, losses, cost, personal injury (including death), property damage claims, or expense of whatever kind in connection therewith or presented by any person, firm, employee, or agent of the proposer(s) and their dependants and personal representatives arising from any act or omission by the proposer(s), its agents, employees or subcontractors during the term of proposal, selection, and negotiation.



































