



Preferred Caterer Request for Proposal May 2011

Scottsdale Center for the Performing Arts

7380 East Second Street
Scottsdale, Arizona 85251

Scottsdale Museum of Contemporary Art

7374 East Second Street
Scottsdale, Arizona 85251

Scottsdale Civic Center Mall

2nd Street & Drinkwater Blvd.
Scottsdale, Arizona 85251

Preferred Caterer RFP

Introduction

The Scottsdale Cultural Council (SCC), a private non-profit 501(c)(3) management organization, administers the arts and cultural affairs of the City of Scottsdale, and manages the Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art, and the Scottsdale Public Art program. The SCC is requesting proposals from qualified and experienced food service providers to be a “Preferred Caterer” of the SCC, and have the rights to bid on contracts to provide catering services to clients of the SCC; servicing Scottsdale Center for the Performing Arts (SCPA), Scottsdale Museum of Contemporary Art (SMoCA), and Scottsdale Civic Center as well as its rental tenants.

The SCPA presents more than 200 events with over 350,000 participants annually. SMoCA, which opened in 1999, presents several exhibits in five galleries to over 40,000 visitors annually.

Because these are public facilities, SCC makes the various spaces available for rent to third parties. Rental spaces include: two theaters, four meeting/reception spaces, five museum galleries and six outdoor locations including an Amphitheater.

The SCC and program entities SCPA and SMoCA, and rental client food needs range from groups of ten to hundreds, for receptions, dinners, weddings, holiday parties and other event types.

The Scottsdale Center for the Performing Arts’ Atrium is a 6200 square foot room which has been the home for many black tie affairs and fund raising receptions. The Atrium is able to accommodate up to 500 people for a formal plated dinner or a 900 person cocktail reception. Because this space is the grand lobby to the Virginia G. Piper Theater, many of the rental customers utilize the Atrium for receptions in conjunction with a theater presentation. Please note, because the Theater is the primary location for various events throughout the year, the Atrium is not available for exclusive use when a public performance is taking place on stage.

Located in the SCPA is also one (1) art gallery which is perfect for weddings and other small receptions. Able to accommodate up to 75 people for a plated dinner, this private gallery has far more calendar availability than the Atrium. This is due to the exclusivity that can be offered while other public events are taking place in the SCPA.

Located just fifteen yards away from the SCPA is SMoCA, known for its uniqueness in design and architecture. The contemporary genre is breathtaking; guests are encouraged to take full advantage of some of the most internationally known artists and their exhibits. SMoCA hosts many different types of receptions and private events each year. SMoCA can accommodate up to 300 people for a cocktail reception (please note SMoCA is not available for a seated dinner). SMoCA is a perfect space for fund raisers and other elegant functions.

Other areas under the SCC auspice include the entire Scottsdale Civic Center Mall, which is comprised of six separate areas. Because of its beauty and landscaping the mall has become

known as a premier location for many weddings and receptions. Other activities on an annual basis include corporate picnics, festivals, and concerts.

For all catered events the set-up and strike process for food service must be one continuous effort. The SCPA and SMOCA are a place of routine business and events; because of these dynamics all equipment deliveries and pick-up must be precise without interfering with other surrounding activities. SCC requires one or more advance consultation meetings with the SCC Operations Department to cover all logistics. After every reception concludes, it will be the responsibility of each individual caterer to restore the facility and storage areas to the way it appeared upon arrival. A check-in and check-out process will be implemented. Once selected, each caterer will receive a list of standard operating procedures covering facility logistics and expectations.

The SCPA does not have on-site kitchen facilities. **Please note that caterers will have to make their own arrangements for heated dinners and/or refrigeration.**

Scope of service proposals are requested for caterers to be on the “preferred list” which is an exclusive list for catering services to be contracted for events for SCC’s rental clients. Only caterers designated on the Preferred Caterer List are allowed to bid on contracts for providing catering services to SCC’s rental clients.

To qualify, interested partners must submit a written proposal and be prepared to provide a tasting upon request. Some caterers may be asked to attend a panel interview. Ideally the goal of maintaining a list of several preferred caterers is to provide options for SCC, its divisions and rental clients as well as to bring in new rental clients to the SCPA and SMOCA.

Requirements:

- Qualified candidates will pay the annual \$1,250.00 Presidents Club Membership fee and provide a \$5,000.00 in-kind contribution for an annual listing to be renewed July 1 of each fiscal year.
- Name SCC and City of Scottsdale as additional insured, primary, for \$5,000,000 product liability insurance and \$5,000 medical payments.
- Offer competitive menus and pricing to maximize participation of SCC rental clients.
- Proof of licensed kitchen, business license and health permits.
- Provide SCC, SCPA, SMOCA and rental tenants, guests and staff highest quality food services possible.
- Actively market SCPA and SMOCA as a location for special event catering.
- Cooperate fully with SCC, SCPA and SMOCA staff such that food service functions are compatible and integrated with the overall mission and operation of the SCPA and SMOCA.
- Comply with serving beverages that are deemed “exclusive beverage provider of the SCC”, if such designation applies.
- Comply with federal labor laws of utilizing INS documented workers and practice non-discrimination in its employment practices.

Site Restrictions

Open flames in gallery spaces
Deliveries
Setup
Storage
Electrical
Parking
Staging

Alcoholic Beverage Services

The SCC manages the City of Scottsdale's governmental liquor license. This responsibility is designated to the in-house food and beverage manager. All alcoholic beverages will be purchased directly through the food and beverage manager; **donation of alcohol products is prohibited**. All alcoholic beverages will be served with the highest integrity, upholding the liquor laws of Arizona. When alcoholic beverages are serviced, non-alcoholic beverages are to be contracted and serviced by the liquor manager.

Financial Consideration

Preferred Caterer will bill SCC for each contracted in-house event. SCC will pay Preferred Caterer within 30 days of receipt of invoice. Fifteen days after close of each month, Preferred Caterer will submit copies of its food service net revenues from SCPA and SMOCA rental clients and will pay SCC 15% of gross revenue.

If Preferred Caterer refers a rental client to the SCPA or SMOCA, Preferred Caterer will pay 12% of gross revenue.

If Preferred Caterer acquires a client from its association with the SCC and provides food services off-premises, **Preferred Caterer** will pay SCC 10% of the net of taxes and rental equipment, labor reimbursement, and service charges.

SCPA/SMOCA will provide:

- Space for kitchen and event site
- Guidance and inspection on layout
- General facility janitorial services

Preferred caterer to provide:

- All equipment for event beyond available SCPA/SMOCA inventory (tables and chairs).
- Due to the high aesthetic standards of the SCPA and SMOCA, event equipment needs to be stored off-site and removed immediately after event. **A timeline of activity, including set-up and strike will be requested three weeks prior to the event.**

Submittal Information:

The ideal proposal demonstrates background experience, financial resources and stability. Please include the following:

- Corporation, partnership, proprietorship, names of officers and partners, stockholders, etc.

- How long in business
- Names of principals, including local/regional managers, and responsibilities as they relate to SCC operations.
- Size of company: annual sales, number of operation units, number of employees, etc.
- Ownership and Organizational Chart.
- Description of services the firm provides; i.e., restaurants, catering, cafeterias, alcoholic beverages, etc.
- 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).
- Location of office that would be responsible for SCC operations.
- Indication of any current or contemplated merger or acquisition involving the company; if such activity is underway or contemplated, information as to the potential effect of such action on SCC operations and/or contractual agreements must be provided.
- Indicate name of person who has authority to contractually bind the company. Provide contact name and telephone number of the person to be contacted during period of evaluation of proposals, negotiation if a contract/agreement is offered and execution of agreement.
- Provide sample menus and pricing options ranging from a small dessert reception to a light meal to an upscale plated dinner party.

Caterer's Clients/Other Food Service Operations

- List of similar operations/services in Scottsdale, Arizona or other locations in closest proximity.
- Name, address and phone number of clients and landlord at similar operations where company is contracted.
- Date of opening or commencement of services for each client and landlord.
- Description of services provided at each client and landlord location.
- List of closed or lost contracts/leases within the past 12 months, including the reason for such closure or loss and the name and phone number of the client/landlord at each of these locations.

Possibility of award without discussion of proposal

An award of contract shall be made without discussion with proposal submitters of competing proposals received, unless discussion is determined to be necessary.

Propriety Data

All items developed in answer to the RFP shall become the property of SCC and proposers shall not use disclosure or furnish to others any related information without written consent of SCC.

Authority to Bid

Proposals should include who from the organization has the authority to place a bid on this service and who has authority to contract on the organization's behalf.

Late Proposal and Modification

SCC reserves the right not to consider any proposals or modifications to proposals received after date and time specified.

Inquiries

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

Jamie Prins
Food and Beverage Manager
Scottsdale Cultural Council/Scottsdale Center for the Performing ARts
7380 East Second Street
Scottsdale, Arizona 85251
jprins@sccarts.org
Phone: 480-874-4697
Fax: 480-874-4699

Timeline:

Proposal mailed	May 2, 2011
RFP Responses due to SCC	June 1, 2011
Evaluation of Proposals	June 6 th – 10 th , 2011
Awards Made, Preferred Caterer Notified	on or about June 24, 2011
Preferred Caterer Contracted	on or about June 30, 2011

Mail or Hand Deliver RFP Responses to:

Jamie Prins
Food and Beverage Manager
Scottsdale Cultural Council/Scottsdale Center for the Performing ARts
7380 East Second Street
Scottsdale, Arizona 85251
jprins@sccarts.org
Phone: 480-874-4697
Fax: 480-874-4699

Electronic copies may be sent via email to Jamie Prins at the above email address. If mailing or hand delivering hard copies, please provide 8 copies of all materials.

Attachments

2010/11 Season Brochure
Download at:
http://www.scottsdaleperformingarts.org/documents/10-11%20season/SCPA_2010-11.pdf

2010/11 Facility Rentals Brochure
Download at:
<http://www.scottsdaleperformingarts.org/documents/rental/10-11%20Rental%20Package.pdf>

