

Request for Proposal (RFP)

December 1, 2017

Contract Food Service Provider and Restaurant Operator

New Deal Café 113 Centerway, Greenbelt, MD

Point of Contact: New Deal Café Board of Directors (boardofdirectors@newdealcafe.com)

The New Deal Café, an established and popular cooperatively owned food, bar, and music venue (CO-OP), is seeking proposals for kitchen/back-of-house and food service/front-of-house contractor (CONTRACTOR). As a cooperative the Café is owned by its members and managed by an elected Board of Directors.

The CO-OP is a very popular community meeting space, coffee-shop, restaurant, and music venue with 120+ seats in the heart of historic Greenbelt, Maryland with scheduled live entertainment six (6) nights a week. The CO-OP maintains a valid, unrestricted Class "B" beer and wine license, as well as an Entertainment Permit, issued by the Board of License Commissioners for Prince George's County, Maryland.

The CONTRACTOR will run back-of-house and some front-of-house operations and be able to provide breakfast, brunch, lunch, dinner, and after-dinner food service and restaurant operations on behalf of the Company, including:

- Healthy food focus with variety of choices for omnivores, vegetarians, and vegans;
- General focus on whole foods and healthy choices;
- Menu with character that includes regular items and specials (seasonal, market-based, and event-based) to give variety;
- Menu that is responsive to customers and business development.
- Menu that is appropriate for the time of day (breakfast food at breakfast, after-hours foods in the evening).

Preferred:

- Community derived (local) and sustainable products and practices where practical.

Unless otherwise negotiated, the CO-OP will manage the beer and wine operations at the bar ; coffee sales and morning light food (pastries, bagels, etc.) service; daily entertainment schedule (six-nights a week); rotating art on the walls; and special events and exhibits.

Projected TERM: three years (36 months); the term may be extended for additional three (3), two (2), or one (1) year terms upon mutual agreement.

A mutually beneficial agreement will provide the CONTRACTOR with:

- A business location with an existing and loyal local regular customer base and an event focused regional customer base.
- Opportunity and flexibility to build food service business around breakfast, lunch, dinner, and after dinner food sales; event specific sales; catering; and other opportunities.
- Use of our fully equipped commercial kitchen that will be used for food preparation and restaurant operation, and could be used to support CONTRACTOR's potential additional business operations such as catering.
- Music and event planning and marketing by a seasoned team of music and event coordinators and festival event planners.

- Local and regional marketing and advertising for the event space and for the restaurant. The CONTRACTOR is also encouraged to contribute to marketing to increase business.
- Nightly music and arts events that regularly bring in sizeable crowds on week nights (Tuesday, Wednesday, Thursday), and sell-out crowds on Friday, Saturday, and Sunday evenings.
- Seasonal music and community focused festivals right outside the door that have traditionally more than doubled customer flow on event days.
- A seasonal weekly Farmers Market 10am-2pm Sundays from Mother's Day to Thanksgiving that brings high levels of foot traffic to the door of the Café.

The CONTRACTOR will be responsible for a monthly payment of up to \$15k (to be negotiated) to the CO-OP which the CO-OP will apply to rent, utilities, facility maintenance, marketing, and other administrative expenses. The CONTRACTOR will also be responsible for hiring, managing, and paying kitchen and restaurant food service staff and cost of goods sold for food service and restaurant operations.

The CO-OP will be responsible for hiring managing, and paying bar and event staff and cost of goods sold for bar and event operations.

Disclaimer: descriptions made in this RFP are for proposal solicitation only and do not in any way constitute an agreement between a CONTRACTOR and the CO-OP; if selected the exact details of the agreement will be negotiated and spelled out explicitly in a management agreement.

To express interest please provide a proposal to the point of contact listed above as soon as possible. Proposals will be accepted and reviewed until a management agreement is established. In the proposal please provide the following information:

- A professional resume (who you are and what experience do you have in the restaurant industry) including dates of experience;
- Details of your product and current business concept, and what you would offer if selected (based on the description provided in this RFP);
- How you think you will fit into the environment of a cooperative community-owned venue spanning breakfast, lunch, dinner, and late-night hours. Please describe how this agreement would be beneficial to you (CONTRACTOR) and to the CO-OP. *Note: we are happy to consider businesses that will run the restaurant portion of the Café and another business on the side (such as catering). We understand that this arrangement needs to be mutually agreeable and we support healthy business growth among our partners.*
- Anything else we should know about you that will make our decision easier.
- References, **while not required in your first proposal**, professional and financial references will be required if considered for final selection).

*The Café welcomes inquiries and questions from potential bidders at:
boardofdirectors@newdealcafe.com*