

**REQUEST FOR PROPOSAL FOR  
FOODSERVICE OPERATOR**

**CITY OF SIOUX CITY, IOWA**

**THE TYSON EVENT CENTER  
ORPHEUM THEATRE  
SIOUX GATEWAY AIRPORT/COLONEL BUD DAY FIELD**

**RFP# 235**

**April 6, 2017**

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**SIoux CITY, IOWA**  
**TYSON EVENTS CENTER**  
**Orpheum Theatre**  
**Sioux Gateway Airport/Colonel Bud Day Field**

**REQUEST FOR PROPOSAL**  
**FOR**  
**FOODSERVICE OPERATOR**

## INTRODUCTION

The City of Sioux City, Iowa (“City”) is issuing this Request for Proposal (RFP) in an effort to identify, select and partner with a highly motivated supplier to manage and operate the food services at its Tyson Events Center (“TEC”), the Orpheum Theatre and the Sioux Gateway Airport/Colonel Bud Day Field (“Sioux Gateway Airport”).

TEC foodservices are currently comprised of eight food and beverage outlets, mobile alcohol carts, and 28 VIP suites.

TEC is seeking to modernize their outlets and to offer more unique concepts in order to differentiate themselves from competing arenas and event centers. TEC desires a diversified approach to the menu offerings and to include more healthful options for guests. This could be in the form of salads, sandwiches, and wraps or any other recommended approach. A focal theme to the new approach will be the incorporation of local product, and operators.

TEC is a regional hub for live entertainment, including family events, concerts, local events, and sporting events. TEC has two tenants – the Sioux City Musketeers hockey team, who host 30 regular season home games at the arena, and the Sioux City Bandits, an arena football team who host 6 regular season home games here. The arena also hosts two national championship tournaments – the NAIA DII Women’s Basketball National Championship, and the NAIA Volleyball Championship. An estimated 210k visitors come through the doors of TEC annually.

This RFP is intended to result in one agreement for all foodservices at TEC, the Orpheum Theatre, and Sioux Gateway Airport under a profit and loss contract. Optional contract arrangements may be entertained for the Convention Center if the City wishes to extend the selected operator’s scope. Capital investment from the supplier may also be considered.

Cini-Little International, Inc. is assisting the City in the Request for Proposal (“RFP”) process, and while the final decision of contract award rests with the City, Cini-Little will direct all activities relative to the RFP, including question responses, pre-proposal conference, site visits, etc.

The City requires a supplier offering the highest caliber of professional service levels and innovative food creations to meet the demands of its guests and visitors during all events and functions. The successful proposer will be expected to include local products and concepts, in addition to offering interesting menu options that include healthful options.

Based on the response to this RFP and additional supplier review, the City will award a five-year contract to the supplier that can best support their requirements.

The RFP timetable is shown below. It is subject to change by the City.

Timetable	Date
Release of RFP	April 6
Pre-proposal Conference*	April 17
Questions from Proposers (Last day)	April 24
Answers due to Proposers	April 28
Proposals Due from Proposers	May 8
Proposal Evaluations	May 8 -June 9
Finalists Announced	June 12
Site Visits to Comparable Accounts/Finalist Interviews	June 26 -28
RFP Awarded	July 21
Contract Negotiation	July 21– Aug. 18
Operator Transition	Aug 18 – Sept 9
Tyson Events Center Opening	Sept 10

\*A maximum of four (4) representatives from each potential supplier company may attend the pre-proposal conference. Please provide participants names and titles to Adam Dean via email at [adean@cinilittle.com](mailto:adean@cinilittle.com) by Thursday, April 13th, 2017.

Proposals are hereby invited from qualified and responsible foodservice contractors desiring to provide foodservices at TEC, the Orpheum Theatre and Sioux Gateway Airport.

Wherever repetition occurs in the RFP with regard to similar requests for information, proposers need not duplicate the response. However, reference must be made to the exact location in the proposal response where the information is already recorded.

The selection process shall consist of an analysis of proposals with regard to experience in providing high quality food and beverage services; operational plans; demonstrated ability to generate aggressive levels of sales in a similar operation; and attractive proposed financial terms. Partnerships with local operations and products, quality food, creatively and attractively presented, competitively priced, and courteously served is an important consideration in this selection process for a foodservice contractor.

Please note that proposers are not to make contact with any TEC or other City employees during this RFP process. The City would appreciate proposers conducting themselves in a business-like manner during the pre-proposal conference and tours, including, restraining from conducting any interviews of any City employees. Non-compliance with these rules may disqualify the proposer based on the City's sole discretion.

The City desires an innovative proposal, which reflects the professional management abilities of the proposers, developed to meet the financial objectives and desire for a high quality foodservice experience for guests.

The City further desires an on-site general manager with experience in arena/stadium and/or event center operations. The City expects the on-site general manager to be the single point of contact for all food and beverage needs.

Additional information and clarifications of the provisions of this invitation for proposals may be asked at the pre-proposal conference to be held at TEC.

## 1.0 PROPOSAL SUBMITTAL REQUIREMENTS FOR FOODSERVICE OPERATOR

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### 1.1 Preface

The information to be submitted in response to this RFP for the City's Foodservice Operator is outlined in this section. Proposers should respond to each of the following points in the manner detailed in Section 1.0.

A list of criteria for awarding the TEC Foodservices Operator Agreement will be included at a later point during the proposal process. A detailed and objective evaluation will be performed. The City may consider additional criteria or the listed criteria in different orders of importance in its sole discretion.

Please note that other important information regarding TEC and the RFP process is included in Sections 2.0 and 3.0.

Please respond to each of the following points in Section 1.0.

### 1.2 Proposal Submittal Requirements

#### 1.2.1 Proposal Response Commitment Form

Please see the Proposal Response Commitment Form on the following page.

PROPSAL REQUEST RESPONSE COMMITMENT FORM | THE CITY OF SIOUX CITY FOODSERVICE OPERATOR

This proposal is being submitted by \_\_\_\_\_ (*proposer*) in response to the Request For Proposals ("RFP") issued by the City of Sioux City dated April 6, 2017, and has been prepared in compliance with all specifications, instructions, requirements and contract terms as set forth in the RFP named above, unless exceptions are noted according to the RFP instructions.

The proposer acknowledges its commitment to follow through with all proposed programs and features as may be agreed upon by this proposer, should they be selected as the awardee, and the City of Sioux City.

Proposer further agrees that this proposal will be guaranteed for 120 days from the date below, and that this proposal may be extended beyond that date only by mutual agreement by the City of Sioux City and the proposer.

Proposer further acknowledges that if they are the awardee, this enclosed proposal and the RFP specifications will be cited as attachments to the agreement between the awardee and the City of Sioux City.

The person authorized to contractually bind \_\_\_\_\_ is:

**Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Address** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Phone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

The person authorized to be contacted during the period of evaluation of proposals and subsequent final evaluation stages is:

**Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Address** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Phone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**Signed** \_\_\_\_\_

**Title** \_\_\_\_\_

**Date** \_\_\_\_\_

## 1.2.2 Proposer Organization

Provide your company's organizational chart, beginning with the Chief Operating Officer of the company through the level of the on-site general manager who would be assigned to TEC, the Orpheum Theatre, and the Sioux Gateway Airport. The general manager you select should have experience operating arena, stadiums, and/or event centers, as well as experience in managing multiple operations. The expectation is that the successful proposer's on-site general manager will be the primary point of contact for on-site Food and Beverage operations at all three sites.

## 1.2.3 Proposer Experience

- Provide a list of all Arenas/Stadiums and Event Center operations in the Mid-West area for which your company has management responsibility. List the name of the account, town/city, state, and type of establishment, including annual managed volume in each venue.
- List your firm's experience with:
  - Stadiums
  - Arenas
  - Event Centers

## 1.2.4 Proposer References

### 1.2.4.1 | References

Provide four (4) references, either past or current accounts managed by the contractor, for operations that are similar or relevant to TEC, the Orpheum Theatre and/or the Sioux Gateway Airport. These accounts should demonstrate expertise in large scale events, multi-unit and concessions sales, and any other related large scale on premises catering services.

The City and Cini-Little may contact each of these references for a direct appraisal of performance. The information shall be provided using the format shown below.

For each referred account, provide:

- Client company name
- Address
- Contact name (*Client or Contract Administrator*)
- Contact telephone number
- Contact email address
- Date contract commenced
- Describe the scope of foodservice provided for each reference account describing all foodservice outlets, or other foodservice operations.
- For each foodservice outlet/operation at the account, identify the average number of patrons served (transaction counts).
- Annual sales for foodservices you operate

**1.2.4.2 | Lost Accounts**

Please list all accounts that have been terminated in the past two (2) years and the reason for termination.

**1.2.4.3 | Geographic Orientation of Proposer**

Please provide the following information:

- Headquarter location and regional office closest to the City (*address of each*)
- Location of centralized warehousing or food production facilities address (*if any*)

**1.2.4.4 | Proposer Financial Background**

Provide your company's last two annual reports or, if not available, your company's audited financial statements for the last two years.

List details for any and all past (*within the last ten years*) or present litigation between your company and any client. If there has been none, so indicate.

**1.3 Operation Description for Foodservice Operator (Part 1)****1.3.1 Tyson Events Center Foodservice Concepts**

Please provide a complete description of how you intend to operate the TEC foodservices.

**1.3.1.1 | Overall Program**

- Include your vision for the entire program and how it will differentiate from competition locally, and nationally.
- Explain how you intend to incorporate local vendors and products for the food and beverage operation.
- Provide your healthful food and beverage program details and how you convey this information to the client's staff, including menu items, display of ingredients & caloric information, vegan, vegetarian, gluten free organic non-GMO foods, and other dietary concerns of customers.
- Provide a detail on the marketing for the food and beverage program.

**1.3.1.2 | Outlets**

- Provide a description of the theme of each outlet.
- Provide the menu orientation of each outlet that will be managed.
- Include a list of prices for all menu items.
- Identify the local vendors you intend to partner with, and why you would feature them.

**1.3.1.3 | VIP and Suite Experience**

- Provide a description of the VIP and Suite services that you would offer.
- Include examples of menus that can be offered.

- Include pricing for the menu items.

#### **1.3.1.4 | Future Improvements and Updates**

The City intends to make physical improvements to all or some of the outlets in the future. We have included what these changes might include in this RFP. It is possible that these improvements occur while you are in operation. Provide us with your preferred layouts, an explanation of why you would prefer this approach, as well as a sample concepts and menus for the updated outlets. Or, please provide an alternative approach that you believe will be more successful.

### **1.3.2 Orpheum Theatre Foodservice Concepts**

Please provide a complete description of how you intend to operate the Orpheum Theatre.

#### **1.3.2.1 | Overall Program**

- Include your vision for the entire program and how it will differentiate from competition locally, and nationally.
- Explain how you intend to incorporate local vendors and products for the food and beverage operation.
- Provide your healthful food and beverage program details and how you convey this information to the client's staff, including menu items, display of ingredients & caloric information, vegan, vegetarian, gluten free organic non-GMO foods, and other dietary concerns of customers.
- Provide a detail on the marketing for the food and beverage program.

#### **1.3.2.2 | Momo's**

- Provide a description of the concept for this outlet.
- Provide the menu orientation (if any) at this outlet.
- Include a list of prices for all menu items.
- Identify the local vendors you intend to partner with, and why you would feature them.

#### **1.3.2.3 | Patrons Lounge**

- Provide a description of the services that will be offered at the patrons lounge.
- Include examples of menus that can be offered.
- Include pricing for the menu items.

### **1.3.3 Sioux Gateway Airport Foodservice Concepts**

Please provide a complete description of how you intend to operate the Sioux Gateway Airport foodservice.

#### **1.3.3.1 | Overall Program**

- Include your vision for the entire program.

- Explain how you intend to incorporate local vendors and products for the food and beverage operation.
- Provide your healthful food and beverage program details and how you convey this information to the client's staff, including menu items, display of ingredients & caloric information, vegan, vegetarian, gluten free organic non-GMO foods, and other dietary concerns of customers.
- Provide a detail on the marketing for the food and beverage program.

#### 1.3.3.2 | Outlets

- Provide a description of the theme of the outlet.
- Provide the menu orientation of the outlet that will be managed.
- Include a list of prices for all menu items.
- Identify the local vendors you intend to partner with, and why you would feature them.

### 1.4 Other Information (Part 2)

#### 1.4.1 Insurance

Provide acknowledgement that your company will be able to comply with the following requirements if selected:

Worker's Compensation Insurance: As required by law and the Employer's Liability Insurance portion of the Worker's Compensation coverage shall have a limit of not less than \$1,000,000, or as required by law.

Commercial General Liability Insurance ("inclusive of excess liability") with limits of \$1,000,000 for each occurrence, \$1,000,000 for personal injury and advertising, with a \$3,000,000 aggregate and a \$3,000,000 products completed operations aggregate for:

1. Premises and operations
2. Products and completed operations
3. Contractual liability for the liability assumed by the contractor

Comprehensive Automobile Liability Insurance with a \$1,000,000 combined single limit bodily injury and property damage for each occurrence for all owned, non-owned, and hired vehicles used by the contractor while performing operations in connection with this agreement.

Alcoholic beverage/Liquor License Liability Insurance covering liability for the selling and/or serving of same, with a minimum policy coverage of at least \$1,000,000.00 Dollars; and

Umbrella Liability Insurance providing excess liability protection over the primary general liability and primary automobile policies with limit of not less than \$3,000,000.00 Dollars.

Insurance shall be with a company or companies licensed to do business in the State of Iowa and acceptable to the City. The insurance company must have a "Best rating of at least A-, Class X". Contractor shall furnish City a certificate showing that such insurance is in effect. The policies will

include a clause stating that the insurance will not be canceled or reduced without at least thirty (30) days prior written notice to the City.

The City of Sioux City, its officers, elected officials, directors, employees, representatives, and the Orpheum Theatre Preservation Project shall be named as an “Additional Insured” under Commercial General Liability and Automobile Liability Insurance shown above. All Commercial General, Employers’ and Auto Liability policies maintained by proposer shall be written as primary policies, not contributing with and not supplemental to coverage the City of Sioux City, or the Orpheum Theatre Preservation Project may carry. Certificates of insurance evidencing all these coverages and providing the City with 30-days written notice of cancellation, intent to non-renew, or adverse material change shall be provided to the City immediately prior to the execution of a management agreement and at least 30 days prior to the expiration of the term of each policy.

#### 1.4.2 Health Department Inspections

Provide copies of two recent health department inspections in one of the facilities identified in your preliminary information already submitted.

#### 1.4.3 Food Safety Programs

Provide a description of your HACCP plan, or how you incorporate HACCP principles into your foodservice operations.

#### 1.4.4 Liquor License

The successful proposer must be able to apply for and obtain the necessary state and local licensing to hold the appropriate liquor license for the facilities. Please provide acknowledgement that if selected, your company will be able to comply with this requirement.

### 1.5 Timeline/Staffing/Operations/Marketing Plans (Part 3)

#### 1.5.1 Timeline

Please prepare a schedule of events leading up to the transition to the new contract. Actual date shall be mutually agreed upon after contract award.

- All pre-planning activities
- Hiring and training timeline
- Other critical pre-opening dates required to transition all three foodservice operations

#### 1.5.2 Staffing Plan

Describe your operating plan for the TEC Foodservices, the Orpheum Theatre and the Sioux Gateway Airport bearing in mind the City’s desire for a single point of contact in the leadership role:

- Staffing organization chart for each of the three operations
- List of positions for salaried and hourly employees, including salary and wage rates
- An explanation of how the staffing models change by either event or business types, if at all

- Hiring criteria and position responsibilities and credentials for the key management personnel for this account (*i.e., manager, assistant manager, and chef including resumes for proposed/potential candidates*)
- Staffing schedules for a complete week, at full operation, showing salary and wage rates. Refer to chart and fill in all sections shown. Please use Attachment 1.
- Explanation of how you will train your employees and instill high levels of quality in food and service to the patrons.
- Training on mandatory hygiene rules, plan for rules implementation and audit of hygiene practices.

### 1.5.3 Operating Details

- Specifications for disposable service wares you intend to use. Specify which disposable items will be biodegradable, and compostable if any.
- Description of your company's recycling program(s), that might be included onsite.
- Description of your company's sustainability programs and what you intend to implement at any of the three locations.

### 1.5.4 Marketing

Marketing: Submit a Marketing Plan for one full calendar year beginning September, 2017. Marketing plan should include seasonal promotions, incentives such as frequent buyer programs and advertising. The Marketing Plan should incorporate components of healthful eating and sustainability.

## 1.6 Financial Projections/Income for Foodservice Operations (Part 4)

### 1.6.1 Sales and Proforma

For purposes of this section, assume the first year of operation for all services will commence on September 10, 2017. Please use Attachment 2 for this submittal.

- Sales projections shall include all food and beverage outlets. According to the instructions in the Financial Submittal Instructions (included in this section), please submit financial statements for the following:
- The fiscal year of the City runs from July 1 – June 30 and financial records of the proposer shall coincide with the City's fiscal calendar.
- Proposers should use the average attendances by event type (Sections 2.1.3 and 2.6) for each facility; however, proposers will determine their own capture rates for foodservice patrons at each of the venues.

### 1.6.2 Financial Compensation to The City

Provide a statement indicating and explaining the compensation in the form of modest commissions as a percentage of net sales the proposer will pay to the City, for foodservice for each year of the contract. Net Sales are defined as gross sales less sales taxes.

### 1.6.3 Alternate Contract/Financial Arrangements (*Optional*)

Proposers are invited to suggest alternate contract and/or financial arrangements to compensate the City. Alternate arrangement may include a management fee-based contract. Describe each alternative in detail. Provide a list of advantages to the City for choosing the alternate. The basic arrangements must still be included in proposer's response.

### 1.6.4 Capital Investment

It is anticipated that TEC will undergo changes to the foodservice operation. Proposers are welcome to provide a capital investment plan for the food and beverage operation at TEC. This could include any foodservice equipment replacements, cosmetic improvements, or other "facelift" plans.

### 1.6.5 Proposal Deviations and Exceptions

Responses will be assumed to incorporate the specifications of the Request for Proposal and all terms and provisions of the RFP, unless the proposer clearly describes any deviation or exceptions in their response. Proposers are cautioned that substantial deviations may be cause for the rejection of the proposal as a non-responsive proposal.

Any proposer's response which does not coincide with the provisions and guidelines set forth in this document must be noted by the proposers in their response. Such "exceptions" would include all variances from any of the individual provisions or attachments contained herein, regardless of whether such exceptions are viewed by the proposers as necessary or suggested.

### 1.6.6 Point of Sale System (POS)

The City owns all current point of sale. Point of sale will be provided to the operator at no additional cost.

### 1.6.7 Financial Submittal Instructions

Please complete the sales worksheets and foodservice pro forma statements (*Attachment 2*) for TEC, the Orpheum Theatre, and the Sioux Gateway Airport foodservices. A spreadsheet (*Excel file*) has been included (*Attachment 2*) which contains electronic forms to be filled out. Each year has approximately 165 days of events for the Orpheum Theatre and TEC. Assume 365 working days for the Sioux Gateway Airport. Proposers are to use these electronic forms as a template for their financial submittal for the three

- September 10, 2017 –September 9, 2018
- September 10, 2018– September 9, 2019
- September 10, 2019 – September 9, 2020

Please include both hard copy and electronic file in your submittal. The hard copy is the actual proposal.

It is the City's intention that the successful proposer will operate TEC's foodservices on a profit and loss basis for all three operations and the proposer shall bear the burden of any loss.

Financial statements are to be based on the programs described in Section 2.0, and the menus, programs, concepts, and staffing plans of the proposer. The foodservice pro forma statements are to

include only those revenue and expense items directly associated with the foodservice operations. All revenues and expenses are to be shown using current dollars with appropriate percentages, per instructions. All costs and expenses are to be allocated to the appropriate revenue centers.

The forms should be strictly adhered to and the proposer should note any discrepancies or modifications with accompanying footnotes. The financial statements will be evaluated on: (1) reasonableness of assumptions and (2) detail and back-up information provided for each revenue and expense line item.

The Foodservice Sales Worksheet will be the basis for sales projections cited in the pro forma statements. All assumptions for worksheet calculations must be included as back-up information. To identify clearly how each figure was derived for the pro forma statement, proposers should include line-by-line explanations and/or assumptions for cost of sales, management and employee benefits, and all operating expenses as back-up information.

Unless noted otherwise, percentage (%) figures should be calculated as a percentage of the "Total Sales" figure on the Foodservice Pro forma Statement.

It should be noted that once a contract is awarded, the successful proposer will maintain an "open book policy" wherein the City will have the right to review and audit any and all financial information and supporting documentation relative to foodservice operations at each of the three venues.

## 2.0 FOODSERVICE OPERATING AND FACILITY SPECIFICATIONS

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### 2.1 General Information

#### 2.1.1 Background Information

The Tyson Events Center | TEC was built in 2003 and is an event center used throughout the year. The venue has a capacity of 10,000 seats for events without production and 8,500 for events with production. There are athletic teams that play at this venue, specifically a minor league hockey team and an arena football league. The event center is designed in a U-shape.

The attendance radius is up to 90 – 100 miles from the venue. This is due in large part to the area being a large farming industry and residents having a large disbursement from the city center.

The Orpheum Theatre | The Orpheum Theatre in Sioux City first opened its doors in 1927, as part of the Orpheum Circuit. After several renovations, including one that turned the venue into a two-screen movie theatre with fluorescent lighting, the Orpheum closed to the public in 1992. The Orpheum re-opened its doors in September of 2001, and has since hosted national touring concerts and productions, a Broadway Series, and an annual Sioux City Symphony Series (*the Symphony celebrated its 100th anniversary in 2016*). The Orpheum Theatre is owned by the Orpheum Theatre Preservation Project and is currently operated by the City's Events and Facilities Department on behalf of the owner.

The Sioux City Gateway Airport | The Sioux Gateway Airport is a small-scale regional airport that provides service to Chicago and Dallas via American Airlines. There is a small food service / restaurant located inside of the terminal prior to the security checkpoints.

### 2.1.2 Description of TEC Services

TEC currently retails food and beverage out of eight stationary positions on the concourse level. In addition to the concession stands, portable bars are used to vend alcohol. The number of portable bars fluctuate depending on the type of event.

### 2.1.3 Annual Attendances for Events at TEC

The following summary provides a total attendance by event types for the past three years.

#### **2013-2014:**

Concerts | 22,128 total / avg. 3,700

Bandits (*Indoor football team*) | 21,516 total / avg. 2,689

Musketeers (*Minor league hockey team*) | 79,429 total / avg. 2,206

Sports | 47,759 total / avg. 4,341

Family | 50,206 total / avg. 2,953

#### **2014-2015:**

Concerts | 33,381 total / avg. 3,709

Bandits (*Indoor football team*) | 19,848 total / avg. 2,481

Musketeers (*Minor league hockey team*) | 72,445 total / avg. 2,069

Sports | 51,177 total / avg. 4,652

Family | 53,028 total / avg. 2,946

#### **2015-2016:**

Concerts | 30,880 total / avg. 4,411

Bandits (*Indoor football team*) | 18,307 total / avg. 3,051

Musketeers (*Minor league hockey team*) | 57,123 total / avg. 1,904

Sports | 57,532 total / avg. 4,425

Family | 40,970 total / avg. 2,560

### 2.1.4 Hours of Operation

The hours of operation are dependent on the events that occur.

### 2.1.5 Method of Payment

The outlets accept cash and credit card/debit card payment. In the new contract, it is expected to expand to include a declining balance payment card system.

### 2.1.6 Holidays

The City observes all of the holidays below. However, TEC and the Orpheum Theater have full availability to book and host an event 365 days per year. The below holidays are observed by TEC and Orpheum Theater only if an event is not scheduled.

New Year's Day

MLK Day

Presidents Day

Memorial Day  
 Independence Day  
 Labor Day  
 Veteran's Day  
 Thanksgiving Day  
 Friday after Thanksgiving Day  
 Christmas Day

## 2.2 Financial Objectives

The City expects the foodservice operations to be operated on a profit and loss basis and the proposer will accept any losses.

The City will require a modest commission based on a percentage of net sales for all foodservice operations. Net sales are defined as gross sales less sales taxes.

## 2.3 Current Food and Beverage Operations at TEC

TEC currently retails food and beverage out of six outlets:

- Snack Express | station retailing cotton candy, popcorn, peanuts, prepackaged chips and candy
- South Grill | station offering hamburgers, hot dogs, chicken tenders, and French fries, among other common staples
- The Carvery | station with a barbecue focus, offering sandwiches with pulled pork or brisket and house made chips
- South of the Border | station with a Tex-Mex focus offering tacos and nachos
- The Dawghouse | sausage-themed outlet with hot dogs and bratwursts
- Bonicis | Italian-themed station offering pizzas and similar menu items
- Dinky Donuts | independent vendor selling mini donuts prepared by automated machine in front of the customer
- Sticky Stuff | independent vendor selling multi-colored caramel popcorn

## 2.4 Proposed Improvements

The City wishes to improve circulation between the East and West side concessions. It is believed that improvements toward the entrances will help, however, it is the desire of the City to introduce changes to the layout of the vending floor, that will encourage more circulation by patrons.

The City is considering reformatting the apex of the U-shape to provide a concept that features half retail and half food and beverage outlet. There are currently two approaches being considered for the food and beverage station:

- Grab and Go- pre- made wraps, salads, and sandwiches
- Self-ordering kiosks with a made to order station

A schematic block plan of both options has been included as Attachment 3.

## 2.5 Current Food and Beverage Operations at the Orpheum Theatre

No public food service currently takes place at the Orpheum Theatre, although suggestions for increased revenue through the sale of appropriate theater-style food products are welcome. Several bars throughout the Orpheum Theatre offer opportunities for the sale of sodas, mixed drinks, wine, and beer. Momo's is a lounge-type area accessible to the public on show nights. This is a popular pre-show hangout for patrons of the theatre who want to get a drink and relax before, during, or after a show. Momo's is part of the theatre physically, and has direct connection to the lobby of the venue. In addition to Momo's, the theater includes the Patron's Lounge. This is an amenity for donors to the theater. The Patron's lounge is typically open during performances for donors to enjoy beverages and light foods. This is complimentary to the invited guests, however, the theater is open to alternative arrangements if it is mutually beneficial for all parties. Orpheum Theatre services will also require backstage catering, as well as catering for private parties, wedding receptions and corporate events. A small on-site kitchen is available. But it is restrictive for preparing food for larger parties.

## 2.6 Current Food and Beverage Operations at Sioux Gateway Airport

The Sioux Gateway Airport food service / restaurant schedules around the airport's three flights per day, and is open approximately 90 minutes before flight time, closing when the flight has taken off. The Sioux Gateway Airport will service up to 150 people per day. Also, TSA, airline staff, and car rental employees visit the cafe on a daily basis. Menu items at the cafe include breakfast items (breakfast sandwiches, French toast), a variety of appetizers (such as chicken wings and cheese balls), and salads and sandwiches.

## 3.0 PROPOSAL SUBMITTAL INSTRUCTIONS

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### 3.1 Proposal Organization

Proposal shall be submitted in an organized manner, each copy separately bound in one volume with parts appropriately tabbed and identified for each of the following distinct sections:

- Proposal Response Commitment Form
- Prequalification Information
- Part 1 | Operation Description for Foodservices Operator
- Part 2 | Other Information
- Part 3 | Timeline/Staffing/Operating/Marketing Plans
- Part 4 | Financial Projections/Income for the Foodservice Operations

Proposals shall not exceed **100 pages** in total, excluding separately bound brochures or other presentations. This includes attachments with the exception of the staffing and sales worksheets.

Proposers should note that additional information, including but not limited to labor and training and sanitation and safety programs, might be required at a later date.

### 3.2 Acceptance, Negotiation, and Award

The City intends to negotiate an agreement with the proposer whose proposal, in the sole judgment of the City, is most advantageous to the City. Financial as well as other factors may be considered in the evaluation. Proposals from the proposers should be submitted to the City on the most favorable terms possible from the standpoint of quality food and service, price, consideration for the City, and technical capability. The City reserves the right to reject any or all proposals, and to waive any of the requirements of the proposal selection procedures explained in this document. The City reserves the right to retain copies of all proposals. Upon selection of the Awardee, the City and the Awardee will complete an agreement incorporating the terms included in this RFP as well as others mutually agreed upon. A draft management agreement will be included as an attachment during the proposal process.

### 3.3 Inquiries

Inquiries on all matters during the RFP process and matters requiring further clarification concerning the contents of this document should be **sent by email** no later than Monday, April 24, 2017, to:

Adam Dean | [adean@cinilittle.com](mailto:adean@cinilittle.com)

Any response by Cini•Little to inquiries from one prospective proposer will be furnished to all proposers as addenda to this RFP if the information is necessary in submitting proposals or if the lack of such information would be prejudicial to a uniform response.

### 3.4 Visits to Proposers' Sites

Representatives from the City reserve the right to inspect proposers' existing foodservice accounts and to interview prospective proposers prior to award of a management contract tentatively scheduled for the week of June 26, 2017.

### 3.5 Date of Award

It is anticipated that a management agreement will be approved and awarded to the successful proposer by the City Council in July, 2017.

### 3.6 Proposal Submission Procedures

The proposer shall abide by proposal procedures established by the City in the preparation and submission of proposals.

In submitting a proposal, the proposers agree that the proposal will remain valid for one hundred and twenty (120) calendar days after the closing date for submission of proposals and may be extended beyond that time by mutual agreement. No proposal may be withdrawn within the 120 calendar days following the closing date of submission for proposals.

**Submit one (1) electronic copy and three (3) complete copies (*hard copy only*) of the proposal and any other documents required to:**

Erika Newton / [enewton@sioux-city.org](mailto:enewton@sioux-city.org)  
Tyson Events Center, Events & Facilities Department  
401 Gordon Drive  
Sioux City, IA 51101

**In addition, submit one electronic copy and one (1) complete copy (*hard copy only*) of the proposal and any other required documents to:**

Adam Dean | adean@cinilittle.com  
Cini•Little International, Inc.  
20251 Century Boulevard, Suite 375  
Germantown, MD 20874 USA

Please identify the proposals with the project name and the proposer's name and address.

**Proposals must be received no later than close of business, Monday, May 8, 2017, at both addresses.**

All proposals will be made public at the conclusion of the RFP process.

Immediately after receiving notice of award, the Awardee shall begin planning in collaboration with the City to ensure fulfillment of all its obligations.

**END OF DOCUMENT**

ATTACHMENTS INCLUDED SEPERATELY

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