



# Information Item

**Date: September 23, 2009**

To: Mayor and City Council

From: Barbara Stinchfield, Director of Community and Cultural Services

Subject: Update on Pre-qualified Caterers for Annenberg Community Beach House  
Private Events

## **Introduction**

This report transmits information on the recent selection process for pre-qualified caterers to support private events booked at the Annenberg Community Beach House and provides a list of caterers approved through the process.

## **Background**

On May 25, 2006, the City Council sustained the development review permit for the Annenberg Community Beach House approved by the Planning Commission. A number of conditions were included that governs the use of the facility for private events and food services to support those events. Specifically, condition #50 requires that organized food service be provided by the onsite concessionaire (Back on the Beach) and approved offsite caterers under contract with the City.

In anticipation of the opening of the Beach House, the City Council approved a concession agreement with Fred Deni and Jim Christel for operation of Back on the

Beach café which since the opening of the Beach House has been providing sit-down, take out and catering services as provided for in the concession agreement. Pursuant to the development review permit condition described above, City staff also issued a Request for Proposals (RFP) soliciting proposals from a wide range of caterers to also support private events at the Beach House.

The RFP sought innovative, enthusiastic caterers who understand the vision for and potential of the Beach House as both a vibrant public place and a venue for private events. Section 2.24.072 of the Santa Monica Municipal Code provides for the selection of “best bidders” based on: price; the quality of services offered; the ability, capacity and skill of the bidder; capacity of the bidder to provide services promptly; the sufficiency of financial resources; character, integrity, reputation, judgment, training and experience; and other factors consistent with public contracts. In addition, the RFP outlined selection criteria specific to this selection process including:

- Three or more years of continuous experience in the development, management and operation of a high quality food service business.
- Demonstrated managerial and staffing resources to maintain a high quality, successful operation.
- Demonstrated financial capacity to support all operating costs.
- The ability to designate a permanent account manager to handle all Beach House referrals and be present at the initial meeting with the client.
- Provision, directly or indirectly, of full services to the client.

- Menus that comply with the City's Healthy Foods Initiative, exercising best efforts to promote healthy and sustainable food practices including the promotion of the healthy, locally and sustainably grown organic foods from California and the use of sustainable practices, organic ingredients and recycled products.
- Payment of a minimum of 10% of gross receipts to the City.

The RFP was advertised on the City's PlanetBids and sent to the Beach House interest list. In response, 19 proposals were received and evaluated by a staff review committee with input from the Beach House consultant retained to assist in private event business development and marketing.

## **Discussion**

The review committee evaluated each proposal based on the criteria noted above and also ensured a mix of options based on menu offerings and pricing. As a result, a mix of 11 caterers were selected including small and large firms, those specializing in specific event types from business meetings to large scale social events, those offering specialized menus including kosher and vegan/vegetarian, and those providing price ranges from affordable to high-end. All recommended caterers have agreed to a payment to the City of 15% of gross receipts for food and 12% for beer and wine.

In addition to Back on the Beach, the approved caterers include: Feast, Garden of Eating, Infusion Catering, Joan's on Third, the Fine Art of Events, New York Food

Company, Patina, Serves You Right, Someone's in the Kitchen, Urth Café, and Wolfgang Puck Catering.

The City staff will enter into license agreements with the above firms for a pilot period of one year. Council authorization for the City Manager to extend these agreements or to initiate an open process for selection of additional caterers beyond the pilot period will be requested in the context of a general update on Beach House operations in January 2010.

**Prepared By:** Barbara Stinchfield, Director of Community and Cultural Services