

Request for Proposal (RFP): Café Roxy / Kitchen Operator for the Midland Cultural Centre

Introduction:

The Midland Cultural Centre (MCC) is seeking proposals from experienced and / or qualified restaurant / hospitality / service industry professionals to lease and operate the Café Roxy located within the Midland Cultural Centre facility.

Situated in downtown Midland, Ontario, and a short distance from Georgian Bay, the MCC is a vibrant hub for arts, culture, and community events, attracting a diverse range of visitors, including artists, performers, residents, and tourists to the region.

The selected operator will have the opportunity to create a warm and welcoming atmosphere while providing high-quality food and beverage services to enhance the overall visitor experience at the MCC.

Scope of Services:

The selected café/kitchen operator (tenant partner) will be responsible for the following:

- *Operating the Café Roxy, including food preparation, service, and clean-up.*
- *Designing and implementing an appealing menu that includes some vegetarian and vegan options.*
- *Providing exceptional customer service and maintaining a welcoming and friendly environment for all patrons.*
- *Expected hours of operation when Café operator is to have Café Roxy open and serving to the public shall be from 10 am – 4 pm (minimum) during normal weekly hours of operation.*
- *Ensuring compliance with all relevant health and safety regulations and maintaining proper sanitation and hygiene standards.*
- *Collaborating with the MCC staff and tenant partners to coordinate special events, performances, and exhibitions that may require catering services.*
- *Developing strategies to promote the café and attract new customers, including marketing and promotional initiatives.*

Proposal Submission:

Interested parties are requested to submit a comprehensive proposal that includes the following information:

- Company profile, including relevant experience in café/kitchen operations, operator & kitchen team resumes and references from previous clients and / or employers.*
- Proposed menu concept, highlighting creativity, quality, and variety.*
- Operational plan, including staffing structure, proposed hours of operation, and operating budget.*
- Financial Proposal outlining possible options of financial arrangement / relationship between MCC & prospective Café operator.*
- Marketing and promotion strategies to attract and retain customers.*
- For first time business ventures / standalone Café operators encouraged to include a business plan and a credit report. If you are an existing food services business looking to expand your operations to include operating the Café Roxy, you are encouraged to submit Financial Statements and / or a credit report.*
- Any additional information or ideas that would contribute to the success of the Café Roxy.*

Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- √ *Experience and qualifications of the café/kitchen operator.*
- √ *Creativity and quality of the proposed menu.*
- √ *Operational plan, including staffing and training strategies.*
- √ *Financial proposal, outlining possible options of financial arrangement / relationship between MCC & prospective Café operator.*
- √ *Marketing and promotional strategies.*
- √ *Ability to meet health and safety standards.*
- √ *References from previous clients and / or employer.*

Timeline:

Release of RFP:	Monday, August 14 th , 2023
Deadline for Proposal Submission:	Friday, September 22 nd , 2023
Evaluation and Selection Process:	September 23 rd – September 28 th , 2023
Contract Negotiation and Finalization:	September 29 th – October 10 th , 2023
Commencement of Operations:	November 1 st , 2023 (optimally)

Note:

The MCC reserves the right to accept or reject any proposal, waive any irregularities or informalities in the proposals received, and terminate or amend the selection process at any stage.

Questions, Inquiries & Tour of Facility:

For any inquiries or clarifications regarding this RFP please email or call:	To request and arrange a tour of the Café & Kitchen facilities please contact:
Dan Broome MCC Executive Director executivedirector@midlandculturalcentre.com Phone#: 705-527-4420 ext. 3405	Siobhan O’Halloran MCC Operations Coordinator operations@midlandculturalcentre.com Phone#: 705-527-4420 ext. 3404

Deadline for submissions:

Please submit your proposal electronically (no later than September 22nd, 2023) via email to:

Dan Broome, Executive Director executivedirector@midlandculturalcentre.com

We look forward to receiving your proposal and partnering with an outstanding café/kitchen operator to enhance the visitor experience at the Midland Cultural Centre's Café Roxy.