

NATIONAL HISPANIC CULTURAL CENTER SOLICITATION FOR FOOD VENDORS

BACKGROUND INFORMATION

This section provides background on the history of the National Hispanic Cultural Center ("NHCC"), which may be helpful to you in preparing your proposal.

The NHCC is located in Albuquerque, NM, and is a division of the Department of Cultural Affairs ("DCA"). The NHCC's mission is to preserve, promote and advance Hispanic culture, arts and humanities. With its location in the historic Baretas neighborhood, the NHCC is in a prime location to reach a diverse public and maintain a national presence. The NHCC delivers meaningful programs in performing arts, visual arts, film, history and literary arts and education to people of all races, ethnicities, and income levels annually. The NHCC uses its space for the above-mentioned programs, and also offers rentals to outside organizations and individuals for meetings, weddings, graduations, special events, and many other uses.

The restaurant and concessionaire(s) should provide a culinary experience that compliments the NHCC's mission. The restaurant and concessionaire(s) should accomplish this by at least drawing from Hispanic influences in culinary offerings and periodically offering items (or creating menu themes) to accentuate programming at the NHCC.

There are two full-sized kitchens within the NHCC campus. One is the La Fonda del Bosque restaurant located in the History and Literary Arts Building. La Fonda del Bosque consists of approximately 5,066 square feet (containing a kitchen, a food preparation area, and a dining area). The second full-sized kitchen is the Commercial Kitchen located in the Northern most portion of the Pete V. Domenici Education Building. This Commercial Kitchen opens into the Grand Ballroom within the Education Building, and also has a Café area directly adjacent to it, but separate from the Grand Ballroom, which measures approx. 1,939 sq. ft. This café area includes a restroom, which is not included in the square footage. Finally, there are two concessions areas in the Roy E. Disney Center for Performing Arts. These are located outside of the Albuquerque Journal Theater on the main floor and balcony level.

The NHCC currently holds three governmental liquor licenses, one for each of the following buildings: the Performing Arts and Visual Arts (combined), History and Literary Arts, and Education Buildings. NHCC prefers restaurant and concessionaire(s) that will lease the governmental liquor license(s) from the NHCC for the respective building(s) in which they will operate.

SCOPE OF BIDS

The NHCC is soliciting bids for all or any portion of the following:

- 1) to operate and administer the restaurant space known as the "La Fonda Del Bosque",
 - a. To include, but not limited to, providing on-site dining and beverage services
 - b. To include, but not limited to, prepare food for catering services, whether on or off the Premises.
- 2) to operate and administer the concessions areas within the Performing Arts Building for all NHCC or rental performances occurring in the Performing Arts Building,
- 3) to operate and administer the Commercial Kitchen & Café area within the Education Building,
 - a. To include, but not limited to, providing on-site dining and beverage services
 - b. To include, but not limited to, prepare food for catering services, whether on or off the

Premises.

Bids may be for all of the above, some combination of the above, or any one of the above.

CONTENTS OF BIDS

All bids should include a proposal with the following elements:

- A. Scope - Designate the scope of the bid, selecting from the options outlined above.
- B. Experience - Describe your experience that is relevant to your intended use of the leased space.
- C. Business Plan - Describe your detailed business plan, setting forth your intended use for the leased space, with the basis for the success of the plan. For example, if you bid to operate the restaurant known as the La Fonda del Bosque,¹ then include the name of your proposed restaurant, the kind of food will it serve, the hours it will hold, and why it will be marketable, profitable, successful, etc. Please include in your plan the expected number of guests per month that your business will draw.
- D. Markers of Past Success - Describe your customer satisfaction and other markers of success with prior endeavors.
- E. Consideration - Describe your proposed consideration (rent) to be paid to the NHCC for your lease of space. Flat monthly payments are preferred, but NHCC will also consider combinations of a flat monthly rate and a percentage of additional income and/or in-kind services.
- F. References - Provide three professional references who the NHCC can contact to discuss your submitted materials.

LIMITATIONS ON & REQUIREMENTS FOR VENDORS

- 1) Vendor shall be subject to terms set forth in a subsequently entered lease and would be modified based on the scope of bid and applicable business plan submitted.
- 2) Lease term must be for a minimum of one (1) year, with opportunity for annual renewal.
- 3) A market rent survey has been conducted by an independent appraisal firm. The minimum market value for the restaurant spaces is:
 - a. La Fonda del Bosque restaurant - \$18.00/sq. ft., \$7,599/mo., \$91,188 annually
 - b. Commercial Kitchen and Café space - \$15.00 sq. ft., \$2,424/mo., \$29,085 annually
 - c. The concession areas in the Roy E. Disney Performing Arts are considered an amenity and will be included in the property lease.
- 4) Vendor shall provide its own food and beverage stock, linens, and other such goods necessary to provide food and beverage service to the public.
- 5) Vendor may provide a bid to the Center for food at a reasonable cost for program events or activities and may serve other event-hosts that rent space at NHCC if selected by those events' planners.
- 6) Vendor will provide restaurant services without interfering with the purpose, mission, or regular operation of the Center.
- 7) Vendor will provide quality service in meeting NHCC visitors' needs for food and beverages.
- 8) A requirement of award of the governmental liquor license lease is that the Vendor will be responsible for applying for, being permitted to, and complying with all applicable regulations of the Alcoholic Beverage Control Division.
- 9) Vendor will be expected to provide sufficient staffing to serve its clients during its business hours, as well as a reasonable time before and after for preparation and clean-up.
- 10) NHCC shall pay for the following utilities: water services, gas services, electric services, and city garbage/waste services

- 11) Vendor/Tenant shall be responsible for maintenance of kitchen equipment and disposal of grease traps and containers, telephone lines, and internet fees
- 12) Center will be responsible for securing the leased premises. Center will provide security outside the leased premises and for all areas. If Vendor hosts events in the leased premises after hours, it shall contract for additional security.

CRITERIA FOR EVALUATION OF BIDS

Bids will be evaluated based on B through F of the Contents of the Bid, as follows:

- B-10%
- C-20%
- D-5%
- E-60%
- F-5%

TIMELINE FOR BID PROCESS

The following is the bid process timeline:

- Solicitation of bids made public: Monday, January 9, 2023
- Public meeting and tour for bidders: Wednesday, January 25, 2023 from 10:00am-12:00pm, in the Salon Ortega Ballroom
- Deadline to submit proposals: Thursday, February 16, 2023 at 4:00PM
- Finalists announced: Wednesday, February 23, 2023
- Finalists invited to submit Best and Final Offers and schedule food tastings: February 27, 2023 – March 10, 2023
- Finalize Lease Agreement(s): As needed.
- NHCC Board of Directors approval of lease agreement: April 2023 (date TBD)
- Contract submission to NM Board of Finance: TBD
- Contract period begins: 2nd quarter of 2023

SUBMISSION OF PROPOSALS

National Hispanic Cultural Center
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Albuquerque, NM 87102
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¹ The name La Fonda del Bosque is available, but use of the name is not a requirement for the vendor.

² An appraisal of the restaurant and commercial kitchen spaces has been conducted and the minimum market rent value has been established. Bids received with consideration set forth below the appraised amount will be notified of the appraised value and provided the opportunity to increase their proposed consideration to the appraisal amount.