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Bijou Theatre Center / 803 S. Gay St. Knoxville, TN 37902 / (865) 522-0832 / [www.knoxbijou.com](http://www.knoxbijou.com)

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## Request for Proposal: Restaurant Management

The Bijou Theatre, Inc. (a non-profit organization), is seeking proposals for restaurant management services to assist the theatre in maximizing the restaurant space's value and impact on the Bijou Theatre.

If you will be responding to this RFP, you must give notification via mail, email or phone (see contact information below) **no later than Friday, August 1st, 2008.** Additional deadlines and requirements are outlined in this RFP.

### **Organizational Brief:**

The Bijou Theatre, Inc. is a non-profit organization with a mission of providing an excellent performance venue for the Knoxville community at reasonable cost for presentations including local jazz ensembles, smaller choral groups, solo and small instrumental groups, student opera productions, local musical theater. In addition, the Bijou strives to bring special cultural and entertainment events that will enrich the lives of East Tennesseans, stimulate cultural diversity, promote the growth of downtown, and reflect excellence in the performing arts.

### **Vision:**

The 100<sup>th</sup> anniversary of the Bijou Theatre is taking place in 2009 and it is the intention of the board of directors that the restaurant space be a showcase / centerpiece of the theatre experience, showing the citizens and patrons what's to come in the next 100 years. Our vision is to blend the experience of attending the Bijou Theatre with an unparalleled café/dining experience and create a unique and dynamic destination in downtown Knoxville.

### **Base Objectives:**

1. To increase revenues for the Bijou Theatre.
2. To integrate the Bistro dining/bar experience and the overall "concessions" operation for the Bijou Theatre.
3. To provide a high quality dining/bar experience, yet one that does cater exclusively to high end tastes (i.e. one should be able to get both a good \$6 glass of wine as well as an excellent \$12 or \$14 glass of wine); also a dining opportunity that works well for patrons attending a theatre event.
4. To maintain/expand the restaurant's position as a lunch destination for downtown workers.
5. To provide the environment for events and activities (receptions, dinners, etc) to complement Bijou Theatre presentations.
6. To become an exciting destination in its own right, regardless of Bijou Theatre activities.

### **Project Timeline:**

Friday, August 1, 2008	Deadline, intention to respond to the RFP.
Tuesday, August 5, 2008	Informational gathering meeting and location tour open to all respondent RFP participants. Please RSVP w/contact.
Monday, August 25, 2008	RFP responses/proposals submitted.
Week of September 8, 2008	Selection Committee meets with / hears presentations from all qualified parties.
Wednesday, September 17, 2008	Selection Committee reports to Board of Directors, proposal / proprietor selected.
Wednesday, October 1, 2008	Management team assumes control of Bijou restaurant space.*

### **Timeline Details:**

It is the goal of the Bijou Theatre that the new management team will maintain lunch service through at least Friday, November 28, 2008...pending discussions of renovation/construction schedule and overall plan and concept.

Furthermore, it is the goal of the Bijou Theatre that any renovation or major reworking of the restaurant be completed by Friday, January 23, 2009 in preparation of the 100<sup>th</sup> Anniversary celebration which will begin on Wednesday, January 28, 2009.

### **Compensation Structure:**

The Bijou Theatre board of directors is asking that each proposal include a suggested compensation structure that benefits the theatre and the management team appropriately. In this compensation structure, keep the following in mind:

- The Bijou Theatre will require a minimum net fee of \$4500 per month.
- To allow the management team proper time for reworking the space and operations, this financial goal will not be enforced until the month of January, 2009. During 2008, the current minimum of \$2,500 per month must be maintained between September – December, 2007.

As a part of the compensation structure, please express your ideas on how you envision recouping capital costs for renovations and improvements made by the management team, including financial details and timelines.

When calculating budget and compensation models, the Bistro restaurant currently operates under the following **annual** levels:

- Food & Beverage Sales (approx.) = \$620,000
- Labor Costs = 20%
- Food Costs = 30%
- BWL (Beverage / Wine / Liquor) Costs = 20%

### **Required Information:**

Proposals should consist of the following, but not limited to:

1. A document describing the approach, development and delivery of the final goals set forth.
2. Brief narrative explaining what differentiates you/your company from other Knoxville-based firms.
3. Brief narrative as to why you feel you/your company should be selected and comments on how your vision will enhance the experience of visiting the Bijou Theatre.
4. Plans (in general) for the restaurant's look, feel, ambience, style and atmosphere, including a rendering illustrating your vision.
5. Suggested layout of restaurant space including a floor plan sketch/information outlining:
  - a. Table seating, bar and service areas.
  - b. Total # of table seats and bar stools.  
*(note: current seating = 113 seats including tables, bar and upper room)*
6. Plan for the food menu, including types of foods, style, and average cost per person.
7. Plan for the drink menu, including types of drinks, style, and average cost per person.
8. Ideas for how to improve labor, food and BWL costs.
9. Management and service structure, including any related details.
10. Planned hours of operation.
11. Recommendations on exterior signage and the name of the restaurant (keep it Bistro or rename it?)
12. Suggestions on how you would handle the crowd management between restaurant and theatre patrons.
13. Ideas on how beverage concessions can be integrated into the theatre-going experience.
14. Intentions and ideas for operating lunch, dinner and late-nights on the weekends.
15. Your vision on how to specifically enhance the lunch experience.
16. Ideas for bringing back the "happy-hour" crowd of downtown business & residential patrons.
17. Plans for incorporating entertainment inside the restaurant on certain nights, what type of entertainment would be booked and by whom, and where performance would occur (physical space inside restaurant).
18. Marketing plans for promoting the restaurant, and how those marketing ideas would be incorporated into the theatre's marketing structure (via print, web, etc.).
19. Creative ideas on how to best utilize the upper seating area (above kitchen) and the gallery space (2<sup>nd</sup> floor of theatre), explaining how these spaces could enhance the theatre-goers experience.

### **Additional Required Information:**

Proposals should be accompanied with the following information:

1. List of key or relevant clients.
2. Samples of previous related work.
3. List of at least three references (at least two customer references).
4. List of principals and team members along with bio/resumes.
5. Length of time in business including business address(es).
6. Total number of employees and a breakdown of number of managers versus general staff.

### **Additional Notes:**

- It is the intention of the Bijou Theatre to explore options for opening spaces between the restaurant and the theatre lobby. Please keep this in mind when proposing floor plans and explaining ideas for traffic flow / atmosphere / accessibility.
- You must provide (2) two bound copies and a digital version of the proposal for review.
- All proposals must be accompanied by a signed copy of the Submission Release Form (enclosed).

### **Proposal Selection & Evaluation:**

1. Intention to respond to the RFP is due no later than 5:00pm, Friday, August 1, 2008.
2. **Final proposals are due no later than 5:00pm, Monday, August 25, 2008.**
3. After the initial review by the Bijou Board of Directors to ensure the proposal requirements are met, all qualified parties will be asked to give a personal presentation to a Selection Committee during the week of September 8, 2008 (specific time, date and location to be determined at a future date).
4. Final proposals will be evaluated and scored against the following criteria:
  - a. *Professional Competence and Experience* – organization's past experience in completing comparable engagements, reference information, etc.
  - b. *Professional Staff* – organization's / staff's qualifications and credentials.
  - c. *Availability* – capability of providing timely, responsive service to this engagement and general commitment to requested timeline.
  - d. *General Response* – overall assessment of organization's ability to fulfill requirements and understanding of and compatibility with culture of the Bijou.
  - e. *Compensation Structure* – management structure as it relates to benefiting the management and Bijou.
5. Final decisions will be made at the September meeting of the Board of Directors. The person/company who is awarded this RFP will be notified by mail. All other non-selected persons/companies will also be notified by mail as to the decision of the Bijou Board of Directors.

**Questions / RFP Responses / Space Access:**

Questions and final proposal should be sent to:

Larsen Jay (President-Elect, Bijou Board of Directors)  
406 W. Church Ave.  
Knoxville, TN 37902  
(865) 246-1334  
larsen@doublejaycreative.com

Thank you for your consideration and participation. We look forward to your responses.

Sincerely,

The Bijou Theatre Board of Directors

**BIJOU THEATRE SUBMISSION RELEASE**  
as it relates to the  
**REQUEST FOR PROPOSAL: RESTAURANT MANAGEMENT**

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Bijou Theatre, Inc. ("BIJOU") appreciates the opportunity to review the RFP proposal (the "Material") you wish to submit for consideration. During this RFP process, however, we may receive material which duplicates material that has been previously suggested or created by our staff or others; furthermore, we may use material similar to the Material submitted by you which we may receive after your submission. As a result, it has become necessary for us to adopt the policy of refusing to consider any such material related to this RFP unless and until the person submitting it agrees to the terms and conditions set forth below (the "Release"). The execution of this Release by you is a prerequisite to the review by us of any materials submitted by you.

In consideration of BIJOU's review of the Material, you hereby agree as follows:

1. We do not undertake to consider the Material in confidence; by way of example, but not limitation, BIJOU must disclose the Material to its various employees, and possibly to non-employees, to determine the Material's value to BIJOU. No confidential relationship shall arise out of our consideration of the Material, or any discussions that we have with you at anytime with respect thereto.
2. Your submission is made with the understanding that we shall give it such consideration as it merits in our sole and final judgment, and BIJOU is under no obligation to you whatsoever if it does not consider or evaluate the Material, or does not desire to use it. BIJOU shall not be obligated to further consider the Material or to negotiate with or enter into any agreement with you in connection with the Material or otherwise. Consideration of the Material is not an admission by us of its novelty, propriety or originality. BIJOU is under no obligation to reveal to you either its actions in connection with the Material or any information regarding any of its other plans or activities.
3. You hereby represent and warrant that: (a) you are the sole originator of the Material, that the Material is solely owned by you, and that no other person, firm or corporation has any right, title or interest therein or thereto; (b) neither the Material nor our review or use thereof shall violate any personal or property rights of any third party including, but not limited to, moral rights, defamation, libel, slander, privacy, publicity, copyright, trademark, or any other intellectual property rights; (c) you have the full right and authority to submit the Material to BIJOU upon all of the terms and conditions of this Release; and (d) the Material has not been previously disclosed to us, nor has BIJOU made any prior inducements, promises or representations to you regarding the Material.
4. Any parts of the Material that are solely owned and controlled by you pursuant to The Lanham Trademark Act (15 USC §1051 et seq.) and/or The Copyright Act (17 USC §101 et seq.) (the "Statutes"), shall be deemed "Protected Materials" for the purposes of this Release. BIJOU shall have the right to, or right to acquire, any materials, including those which have been submitted by you, which are not Protected Materials or which are owned by a third party. Neither the submission of the Material nor anything in this Release shall be deemed to limit or restrict BIJOU's rights, or otherwise obligate it to you in connection therewith, nor prohibit BIJOU's use of materials submitted to, or acquired or created by BIJOU prior to or after your submission, including, without limitation, the Protected Materials, without any obligation to you.

5. Any ideas, concepts or materials that are independently created by BIJOU, even if similar or identical to the Protected Materials, shall entitle BIJOU to all rights of exploitation therein in accordance with the Statutes, and all other applicable laws. You hereby waive and discharge any claims against BIJOU pertaining to the Material (including, without limitation claims for breach of implied contract) except those expressly authorized under the Statutes. You shall not be entitled to any compensation by BIJOU for its review or use in any manner of the Material, or any portion thereof, which is not Protected Material. Nothing stated or omitted from this Release should be deemed to constitute an admission of any fact or waiver of any right, remedy or defense available to BIJOU or its parents, subsidiaries or affiliate entities, all of which are reserved to the fullest extent.

6. You shall indemnify, defend and hold BIJOU harmless from and against any claims, losses, obligations, liabilities or expenses (including, without limitation, reasonable attorneys' fees and costs) that may be asserted against BIJOU or incurred by BIJOU in connection with the Material, any use of such material by BIJOU or any breach of any representation, warranty or covenant made by you hereunder.

7. The BIJOU has the right to adapt, change, alter or delete any part of the parameters set forth during the final selection process.

8. You shall not, directly or indirectly, misuse, misappropriate, or disclose to any other person any non-public information concerning BIJOU, including, without limitation, proprietary or confidential information, you may become aware of in connection with our consideration of the Material or arising out of any discussions that we have with you at any time with respect thereto, or use such information in any way, except as authorized by BIJOU or required by law.

9. All references to BIJOU herein shall include every BIJOU subsidiary, affiliate, or parent or other company under its common ownership or control, and each of its and their directors, officers, agents, employees, consultants, lessees, licensees, successors and assigns.

10. This Release constitutes the entire understanding between you and BIJOU. No other agreement, written or oral, express or implied, exists between you and BIJOU with respect to the Material. Any modification or waiver of any provision of this Release or termination hereof must be in writing and signed by both you and us. The invalidity of any provision hereof shall not affect the remaining provisions. The representations, warranties and indemnities herein shall survive the termination, execution, completion or expiration of this Release.

11. You have retained a copy of the Material, and agree that we shall not have any obligation to return the submitted copy to you nor be under any obligation for any loss or damage to such copy.

By your signature below, you represent and warrant that you have fully read and understand, and agree to the foregoing.

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Your Name (print)

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Your Signature

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Your Address

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Your Phone Number

Today's Date