Request for Qualifications: Invitation to Negotiate
The Point Operating and Management Partnership

Proposal Information

Background, Overview and Goals
This Request for Qualifications: Invitation to Negotiate is for an operating management partner for the Food & Beverage Service Amenity within “The Point”, a landmark space central to the campus. The University has vision to rebrand the space with character complimented by food and drink selection, which establishes the space such that The Point is equally desirable for several different functions. The Point is a 1,300 sq. ft. space located near the northwest corner of the University Center and across the hall from Starbucks and is currently not realizing its full potential/utilization. The space is a student-centered function that provides area for students, faculty, and staff to meet between classes, late afternoons, in the evening, etc. to have a beer or glass of wine, watch a sporting event on large-screen TV’s, play a round of pool, gaming options, etc.

The design team is working in conjunction with Colorado Mesa University in re-branding the space to an atmosphere that attracts all ages of students, faculty, and staff. Creating an area on campus that will engage students, faculty, staff, and community members, is a goal of the refresh in which the successful operator/vendor will have a role. Similarly, the goal is a space that attracts the public users during slower student engagement times and embodies a public rental area for events.

The University desires to add functionality to the space, creating a more versatile option for the campus and surrounding community. The Design Team will be engaging with multiple stakeholders to gain the perspectives of campus staff, students, and community to utilize current technologies for the broadest assemblage of input.

One concept that has guided conversations to date for the refresh has been dubbed “Arcadia”, which translates to “…an analog experience in a digital world.” This concept is a nostalgic interpretation of bringing individuals together around active games, with some throw-back games from earlier era such as “Skee-ball”, mini-bowling, “Donkey-Kong”, “Zoltar”, and other period games along this theme. This concept is meant as an “approved equal” and is not to be construed as the only solution CMU will consider. CMU invites ideas from all parties interested in operating the new space.

Statement of Work
Conceptually, the food and beverage service will be part of the guest experience with an exciting full-service bar equipped to serve craft cocktails, beers & wine, and a full, “food as theater” display cooking kitchen. The front of house will be supported by a well-appointed back of house, complete with dry and refrigerated storage, prep space, and ware washing. The kitchen will have the ability to be a standalone venue or be supported by the nearby campus food program, depending upon the final vendor/operator-client agreement.

Hours of operation are expected to be 11am-8pm 7 days a week until a pattern of student use is established. Staffing would include monitoring game checkout (pool sticks, controllers, etc.) and food service. Staff would be required to collaborate with University Center staff regarding accessibility during hours outside of standard
operation. CMU student employees would be paid by CMU to cover those times. Communication with University Center staff regarding work orders, maintenance, etc. would be required.

Submittal

Who May Respond

Any individual or company with credible food and beverage service operating and management experience may respond. Offerors will be required to demonstrate that they have the financial capacity to implement their proposal. The University will be covering the costs of design and construction of the renovated space.

Submittal Requirements

Offerors are encouraged to craft their submittal responding in conformance with “Arcadia” or with a theme that can be demonstrated as successfully operating within Colorado. The successful candidate will work in a ‘Design-Assist’ role collaborating with the Design Team and Kitchen Designer on aspects that establish both a functional and successful facility. Operator/Vendors will be judged on several criteria for the role in making The Point a successful enterprise. The ability to demonstrate success in the Food and Beverage industry within the project requirements outlined in this document are required. Following are elements that will be used to evaluate each firm’s qualifications:

1. Cover Letter
   a. State your interest and understanding of the goals for the project, your approach to meeting those goals, and a summary of your proposed operating and management plan.

2. Operating Structure:
   a. Prepare a brief narrative description of the key elements of your proposal. The proposal should include, at minimum, the following elements:
      i. Management Fee
      ii. Revenue Structure, Tiered Liquor outline
      iii. P&L History

3. Important Criteria for consideration:
   a. Sustainability
   b. Inclusion in staff & personnel
   c. Plan to integrate proposed food service equipment with existing MEP systems.

4. Key Performance Indicators beyond the opening date:
   a. Audit service
   b. Bonus-Component on Past Establishments
   c. Incentivized participation
   d. Cash infusion, 3-5 year with opportunity for R.O.I.

5. Prior Experience
   a. Use this portion of your submittal to describe relevant locations successfully operating in Colorado with applicable aspects to those described in the goals for Colorado Mesa University.
   b. Key Staff, role, and their time within your Food and Beverage entity.
   c. Demonstrated Success on past food service locations.
   d. References

6. Vision & Approach:
a. Describe how your company can support the plan for “Arcadia”

b. If current operating facilities embody a different character/theme that might supplement the space, outline how your entity can bring that character and theme working in the Design Assist role with the Kitchen Designer, Design Team, and Colorado Mesa University

c. Outline your firm’s team and strengths/roles within your operation.

**Selection Process**

The selection of an operator/vendor will be conducted in accordance with the Solicitation Instructions published with this bid. The process will involve four stages. Colorado Mesa University will attempt to negotiate a contract with the highest ranked operator following the interview segment. Following is additional information relative to the selection process:

1. **Pre-submittal Conference:** To ensure sufficient information is available to firms preparing submittals, an optional virtual pre-submittal conference has been scheduled. Firms preparing submittals are strongly encouraged to attend. The pre-submittal conference will be held on 11/16/2022 at 1:00pm MST. Information is below:

   Topic: CMU-22-2747 The Point Operating and Management Partnership
   Time: Nov 16, 2022 01:00 PM Mountain Time (US and Canada)

   Join Zoom Meeting
   [https://coloradomesa.zoom.us/j/96167040532?pwd=YjZCVDPVmdzV2YwTFp5VUY5TkJZz09](https://coloradomesa.zoom.us/j/96167040532?pwd=YjZCVDPVmdzV2YwTFp5VUY5TkJZz09)

   Meeting ID: 961 6704 0532
   Passcode: 384405
   One tap mobile
   +17193594580,,96167040532#,,,,*384405# US
   +12532158782,,96167040532#,,,,*384405# US (Tacoma)

2. **Vendor/Operator Submittals:** Operator/Vendors are to respond with an outline of both qualifications and vision for a food and beverage offering for The Point. Responses are to outline ways in which their operation, offering, and scheme lead to successful establishment of a space that aligns with the stated goals of Colorado Mesa University.

3. **Screening Panel/Short List:** The individual submissions will be evaluated by a panel of individuals selected in accordance with state policies. The panel will review and score the submittals. Operator/vendors with the highest scores will be invited to an oral interview. It is anticipated that (3) operator/vendor entities will be interviewed.

4. **Oral Interviews:** It is anticipated that oral interviews will be conducted during the week of 12/05/2022.
Schedule of Activities
Following is a detailed schedule of events for the RFQ process and an outline of the schedule for the balance of the project:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>11/09/2022</td>
</tr>
<tr>
<td>Optional Pre-Submittal Conference</td>
<td>11/16/2022 at 1:00pm MST</td>
</tr>
<tr>
<td>Date Email Questions Due</td>
<td>11/17/2022 at 11:00am MST</td>
</tr>
<tr>
<td>Date Email Answers Issued</td>
<td>11/18/2022</td>
</tr>
<tr>
<td>Response Submittal Due from Vendor/Operator</td>
<td>12/02/2022 at 11:00am MST</td>
</tr>
<tr>
<td>Interview List Released</td>
<td>12/02/2022</td>
</tr>
<tr>
<td>Oral Interviews (as scheduled)</td>
<td>Est. week of 12/05/2022</td>
</tr>
<tr>
<td>Negotiation of Vendor/Operator Contract</td>
<td>Est. week of 12/12/2022</td>
</tr>
<tr>
<td>Contract Approval (projected)</td>
<td>Est. week of 01/02/2023</td>
</tr>
<tr>
<td>Operator/Vendor collaboration with Design Team</td>
<td>Est. week of 01/09/2023</td>
</tr>
</tbody>
</table>

Email inquiries are required to be submitted to:
Donavan Harwell, CMU Purchasing Specialist/Buyer at diharwell@coloradomesa.edu

Attachments:
- Exhibit “A” Kitchen Concept Design
- Exhibit “B” CMU-Arcadia Character Image Board