

# **Kwanlin Dun Cultural Centre: Event Catering Services Request for Proposals**

## **1. Scope of Work**

Kwanlin Dün is inviting you to submit a proposal regarding a potential business partnership, under which your company would undertake to manage the kitchen at the Kwanlin Dün Cultural Centre, (due to open in the Spring of 2012) and provide catering in support of events which we plan to host at the centre.

You have been provided with background information regarding the kitchen space available, equipment and furnishing specifications, as well as the spaces in which events are to be held. A guided tour of the centre, including the kitchen can be provided. To organise a tour and for any further information you need in putting together your proposal, contact Martin Crill at 633-7879 (email: [martincrill@kwanlindun.com](mailto:martincrill@kwanlindun.com)) between 9:00 a.m. and 4:30 p.m. on weekdays.

Please be advised that we are not following a formal tendering process, with rigidly defined scoring criteria and point allocations and separate sealed envelopes for price quotes. Rather, we see this invitation to make a business partnership proposal as part of the process of establishing a 'best fit' between the Cultural Centre and a suitable catering partner. Your proposal may be rejected, accepted or used as a starting point for further discussion.

Below is a list of points we would want your proposal to consider. It is not exclusive: feel free to examine and discuss any other factors or issues you see fit, to ensure as full a picture as possible of how you see such a partnership working. Order the points to be covered in any sequence you think will make for a coherent proposal document. If, when you come to writing your proposal, you find there are still important information gaps, please point these out.

Thank you for your time and interest.

## 2. Primary Goals of the Partnership

- ❑ To guarantee provision of catering support services to events hosted at the Cultural Centre, such as meetings, conferences, cultural events, weddings etc., with the following characteristics:
  - ability to cater appropriately to a wide range of event types, sizes, durations and customer requirements;
  - distinctive style and menus appropriate to its location within a First Nations facility;
  - consistently high quality of food and service; and
  - flexibility and responsiveness to changing customer requirements.
  
- ❑ To maximise opportunities for the employment and training of Kwanlin Dün citizens.

Note: The Cultural Centre does have a space opposite the kitchen intended as a 32-seat café/bistro area. However, we do not plan to run a café during the first year, until we have ironed out the inevitable wrinkles in the new building's operations and until we have greater certainty that demand is sufficient to cover the costs of maintaining permanent café staff on site.

## 3. Points to Include in Your Submission

- A Brief overview of your current business including:
  - scale of your existing operation;
  - your current staffing levels;
  - list of events catered over the last two years;
  - examples of current menus provided;
  - sector/focus, current market; and
  - a brief history of your business.
- Your short to medium-term objectives and an explanation of how entering into partnership with the Cultural Centre fits with these plans.
- The menus you could offer to events of different sizes and durations at the Cultural Centre.
- Type of Service: (e.g. buffet, plated, mixed, snack)
- Pricing Structure;
- Capacity: given the on-site and other kitchen facilities at your disposal, staffing, transportation capabilities and how many people could you serve at the Cultural Centre in one sitting;
- Customer care: how would you ensure your clients' wishes are identified and met;
- Competitors: identify your competitors and define your comparative advantage(s);
- Staffing: current and additional staff needed to provide catering at the Cultural Centre;
- Recruitment, training and supervision plan;
- Policies and Procedures that will need to be put in place;
- Government regulations and their planning implications;

- How will you deal with the expectation that you will be able to serve traditional First Nations foods, such as wild meat and fish;
- Permitting requirements (public health, liquor licensing etc.);
- Operations: coordination between the Cultural Centre and your staff;
- Suppliers;
- Smallware, flatware, stemware etc: requirements and replacement;
- Inventory and inventory control;
- Receiving and storage;
- Branding. What will be unique about the catering at the Cultural Centre? ;
- Care and maintenance of equipment;
- Risks and risk management;
- Contingency planning; and
- Provide an outline action plan for setting up the operation, with associated time lines.

Provide a financial plan, including:

- an analysis of expected costs (including fixed costs) and revenues;
- propose a revenue sharing structure; and
- financial risks and their management (including, for example, insurance).

#### **4. Closing Date**

Please submit your proposal by **no later than 4:00 p.m., November 30, 2011**. Proposals should be mailed or dropped off to the following address:

Martin Crill, Senior Economic Development Advisor  
Kwanlin Dün Administration Building  
35 McIntyre Drive, Whitehorse,  
Yukon, Y1A 5A5  
Re: Event Catering Services Proposal