

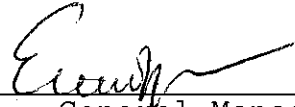
DATE January 9, 2002

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: CABRILLO BEACH BATH HOUSE FOOD CONCESSION RENOVATION -  
EXPENDITURE FROM 907 CONCESSION IMPROVEMENT ACCOUNT

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M. Matthews \_\_\_\_\_



\_\_\_\_\_  
General Manager

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_ Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board approve the allocation of funds from the 907 Concession Improvement Account (Unallocated) for restaurant consulting and kitchen design of the food concession area of the Cabrillo Beach Bath House, not to exceed \$17,000.00, and that Accounting be directed to establish a sub-account in 907 for this purpose.

SUMMARY:

The Department of Recreation and Parks is involved in a major renovation project, currently in progress by the General Services Department, at the Cabrillo Beach Bath House. A portion of this historic structure has been a food concession, and the rebuilding and renovation plan for the Bath House expressly includes restoration of a food concession to be competitively bid for an outside operator. The renovation plans do not include any detail or build out for the kitchen, serving, or dining areas, however, nor does the current project budget include funds for any build-out.

Three years ago, a study relating to this project was performed by Economics Research Associates, which included a general evaluation of the concession facilities to be available in the Bath House, and the business potential for food service and equipment rental. Staff believes this report continues to be reliable, and does not

REPORT OF GENERAL MANAGER

PG. 2 NO. 02-10

recommend the expense of completely restudying the entire project. But an update of information and expert architectural design of the effected spaces will assist Department staff in estimating the cost of completing, furnishing, and equipping the concession spaces; this information will be the basis for crafting a Regional Request for Proposal for concession services and considering possible capital or equipment investment requirements. Build-out will likely require additional Department investment as well, which will be handled through a subsequent request for Concession Improvement Account funding, as appropriate.

The Department has on contract three as-needed consultants for restaurants, and all three were contacted to give an estimate for the following scope of work regarding the Bath House project.

- 1) Recap and detail a range of food types (including both prepared and prepackaged) along with associated menu prices which would be conducive to the area. (No alcohol will be permitted.)
- 2) Recap the current available space of the food concession, summarizing its strengths and weaknesses.
- 3) Specify the utilities required of an eatery of this scope and recommend the best layout of work spaces, counters, storage, and dining areas.
- 4) Specify generic plumbing/electrical minimum requirements for food service facility of that size including the size/type of water heater with goals toward energy efficiency/conservation.
- 5) Specify generic colors/décor (so as concessionaires change every three to five years, motif won't clash with a new cuisine). Work with and maintain historical presence.
- 6) Specify minimal equipment required for basic kitchen. Specify generic work spaces, built-in counters and shelving. Identify goals for an efficient/ergonomic kitchen. Include order placement, preparation, and pick-up flow.
- 7) Address requirements/layout of a quick service/convenience window. (There is no intention to service small banquets from the concession premises.)
- 8) Submit written responses to the above items. Submit architectural designs (blueprints) that are construction-ready.

REPORT OF GENERAL MANAGER

PG. 3      NO. 02-10

Pulse Marketing, restaurant consultant, along with their subcontractor, Webb Design, for kitchen design work, offered to complete the scope of work for \$17,000.00. The other consultants offered to perform the work for \$33,346.50 (overly re-examining business potential) and the other at \$12,500.00 (insufficient design experience). Pulse Marketing with Webb Design, offered the most value compared against the other bidders.

Report prepared by: Stanley Woo/Michael Honan