Request for Sponsorship

Catering Provider

Corporate Partnerships and Development

in conjunction with the City of San Diego Central Library

July 2022

Introduction

The City of San Diego, through its Corporate Partnership and Development Program (CPD) within Economic Development Department, seeks opportunities for the City to generate revenue from various business endeavors or opportunities. CPD's goal is to generate revenue to enhance municipal services and facilities by leveraging the City's assets within the guidelines established by the Mayor and City Council, municipal law, City ordinances and sound policy. For this opportunity, CPD is working with the City's San Diego Public Library Department to put in place catering services agreement(s) for the San Diego Central Library @ Joan Λ Irwin Jacobs Common ("Library"), that will provide a quality and memorable experience for Library clients while creating additional revenue for Library operations.

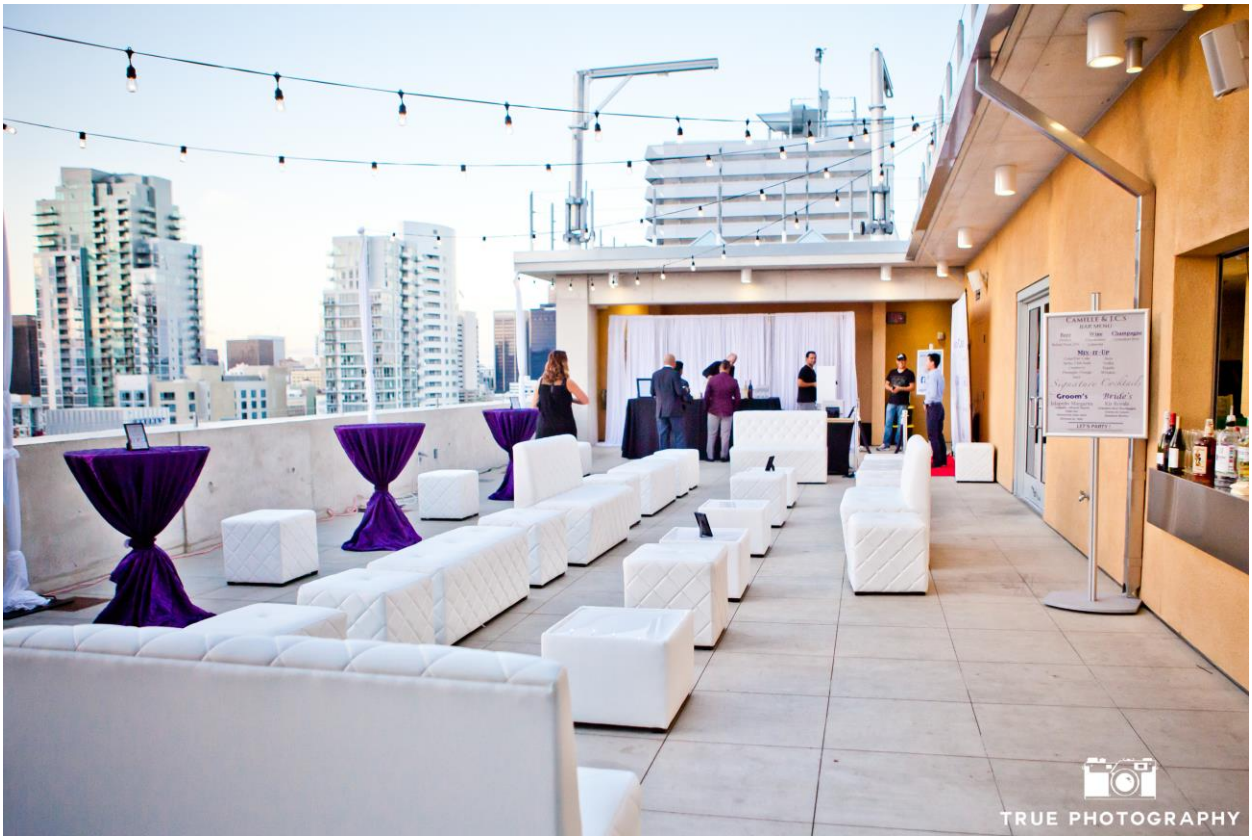
The Library's construction began in August 2010 and the Library opened on September 30, 2013. Located at 330 Park Boulevard in the East Village near Petco Park, the Library replaced the old building located at 820 E Street. Inspired by the classic architecture of Balboa Park, the nine-story new Library building is 497,652 square feet and includes the e3 Civic High School on the 6th and 7th floors, two levels of parking underground, and an auditorium.

Our state-of-the-art Library attracts over 3,000 visitors per day, similar to other major central libraries, such as those in Seattle, Dallas, and Phoenix. Since it's opening in September 2013, the Library has had approximately 744 private catering events that served over 88,000 guests. Our events have ranged from 50 people to 500 people.

The Library campus incorporates meeting rooms and facilities that will be used after hours for special events. These include: the large auditorium, garden courtyard, the eighth floor reading room; and a large

special event room, terraces, and sculpture garden on the ninth floor. Diagrams for all venues available for rent are provided in Attachment A.

The Neil Morgan auditorium seats 350 and has a separate entrance, making it available for use when the Library itself is closed. The floor to ceiling glass doors of the auditorium open into the courtyard. Recent renovations of this space boast a new LED wall for crystal clear presentations along with an improved and upgraded sound system. The events held in the auditorium include, for example, concert series held on Sunday afternoons and author talks and film festivals throughout the week. The Library strives to have programs or events on a daily basis, including events in the 9th floor Darlene Shiley Special Events Suite.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Partnership Terms

The City is seeking proposals to provide food and beverage catering services for private events at the Library. The City intends to enter into catering service provider agreements with approximately five (5) to ten (10) catering vendors ("Catering Provider(s)"). Library clients would be able to choose any one of the Catering Provider(s) to handle food and beverage needs for their event.

The current clients represent a wide variety in age and cultures with varying expectations and food needs. From a wedding to a corporate event to a birthday party, Catering Providers should be able to offer a variety of appealing food menu and beverage choices for all clients including adhering to guests' specific dietary needs at various price points.

EFFECTIVE UPON CONTRACT EXECUTION, SELECTED CATERING PROVIDERS WILL BE THE ONLY FOOD AND BEVERAGE SERVICE PROVIDERS AVAILABLE TO EXTERNAL CLIENTS WHO BOOK ANY NEW EVENTS AFTER NORMAL BUSINESS HOURS AT THE CENTRAL LIBRARY.

City sponsored events or programs are excluded from the requirement of using the selected Catering Providers only if the need falls outside of a full-service catering event.

The Library's Special Events Manager will coordinate with the selected Catering Providers or Client on Venue rental agreements. The City will receive one-hundred percent (100%) of the event room rental fees. The selected Catering Providers will be required to pay the City a percentage of food and non-

alcoholic beverage gross receipts generated from private events catered by the Provider and held at the Library and a per person charge will be required in exchange for the ability of caterer to offer alcohol service in their agreement with the City. Monthly reporting to the City will be required. Gross receipts defined in Attachment B.

A percentage of 15% of gross receipts for food and non-alcoholic beverage, and all other charges for services by catering service providers as defined above (excluding alcoholic beverages). A $3 per person charge is required for all attendees when serving alcohol.

Catering Provider must be licensed to do business in the City of San Diego and State of California, including, but not limited to, health department licensure, business licensure, liquor license for resale and services, renewals and the like. Catering services or operations must comply with all local, state and federal laws, regulations and ordinances. Selected Catering Providers will be responsible for collecting the proper sales and any food, non-alcoholic, and alcoholic beverage taxes and reporting to the proper agencies. Current Special Event Space Policies are attached in Exhibit C. Monthly revenue reporting will be required.

Proposal Elements

Proposals should follow section numbers and titles consisted with the format outlined below.

1. Introduction and cover letter.

2. Contact information. (including names of principals responsible for the operation of the business).
3. Experience. Proposer must have a minimum of five (5) years' prior experience within the last three (3) years in the Liquor and Beverage Service Industry.
4. References. Must provide at least three local clients with similar work performed.
5. Financial Documentation. Current financial statements, audited or CPA prepared, or tax returns for the preceding year is required. Please provide information on whether proposer has ever declared bankruptcy, filed a petition in any bankruptcy court, filed for protection from creditors in bankruptcy court, or had involuntary proceedings filed in bankruptcy court.
6. Revenue Share Percentage and Projections. Provide revenue share percentage of gross sales and revenue projections based three years.
7. Marketing of Facility. Describe strategies to promote the Central Library as a venue.
8. Variety of Menu. Options available at various prices levels. Special dietary options offered should be noted.
9. Set-up/Breakdown. Please describe your services related to set-up and breakdown of tables and chairs.

*The successful Providers must be ready to begin within thirty days of contract execution.

Term

The desired term of this partnership is a minimum of two years with one three-year renewal option.

Contact Information

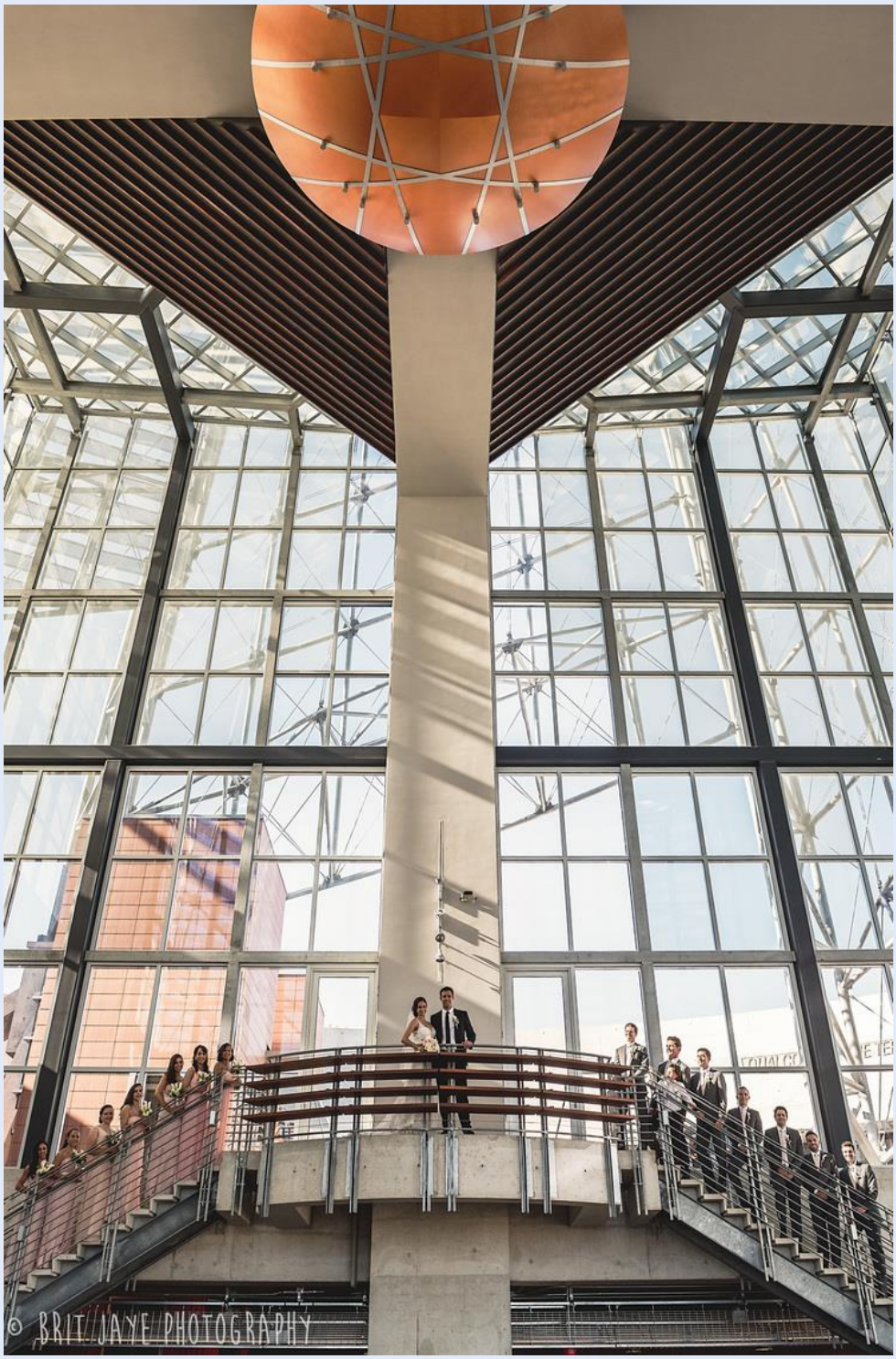
Proposals must be received at the email address listed in the Contact Information below no later than 5:00 p.m. on Friday, August 12, 2022. Proposals received after that time will not be considered. Please obtain confirmation that your proposal was received via email.

Proposals should be submitted to corporatepartnerships@sandiego.gov .

All materials submitted become the property of the City of San Diego and may not be returned, with the exception of proprietary financial information identified by the proposer. Tastings will be requested of finalists. Financial documents, upon request, will be removed from each proposal and returned to the proposer upon completion of City's review.

Questions should be directed to Sarah Brenha, Program Manager Corporate Partnerships and Development via corporatepartnerships@sandiego.gov by noon on July 22, 2022.

Sarah Brenha
Program Manager, Corporate Partnerships and Development
1200 Third Avenue Suite #1400 MS56D
San Diego, CA 92101
(619) 533-3837
corporatepartnership@sandiego.gov



City of San Diego
Corporate Partnerships and Development
www.sandiego.gov/corporatepartnership

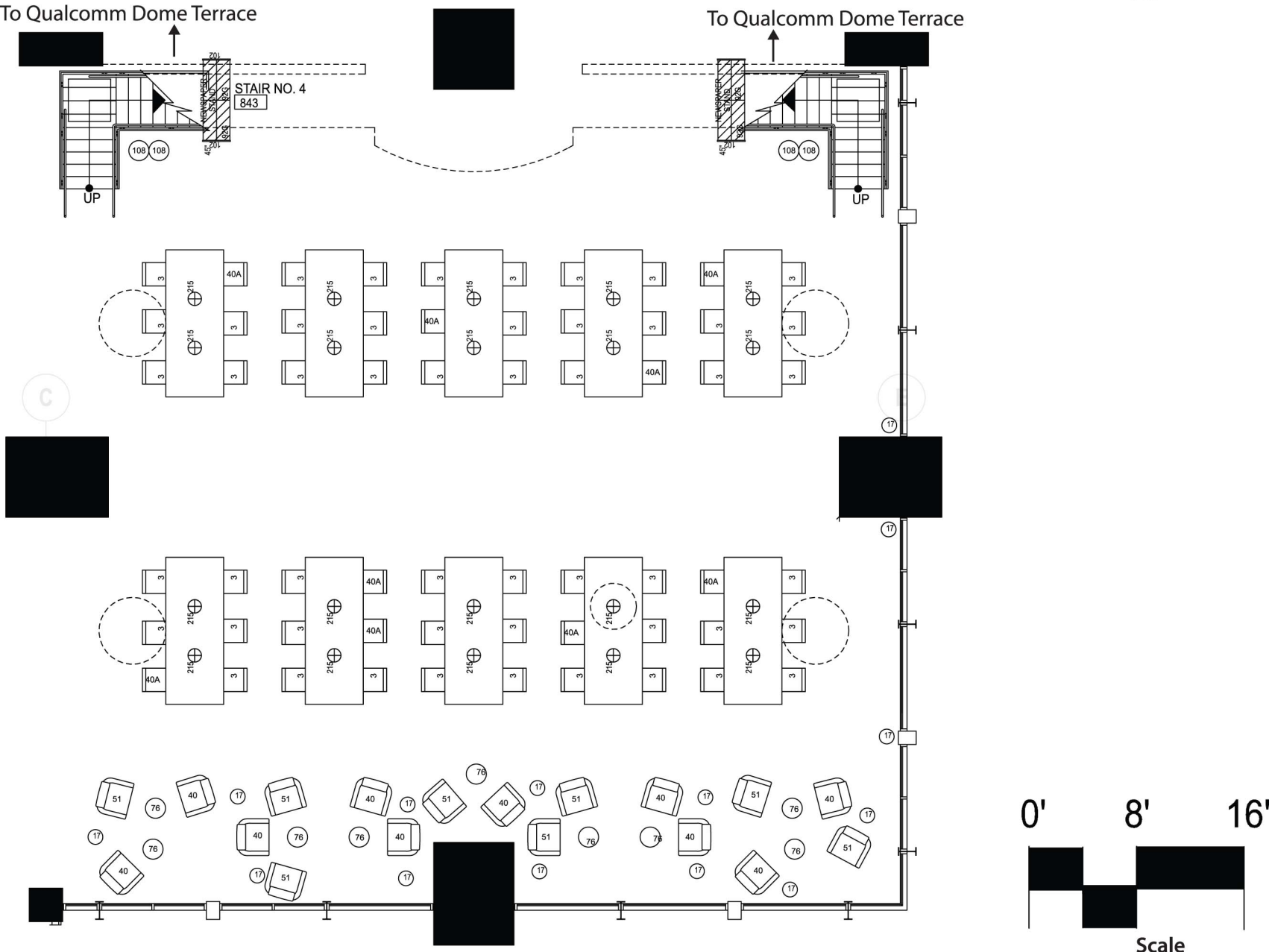
Attachment A - Central Library Event Space Diagrams

San Diego Central Public Library

Helen Price Reading Room

8th Floor

Capacity:
312



San Diego Central Public Library

Auditorium

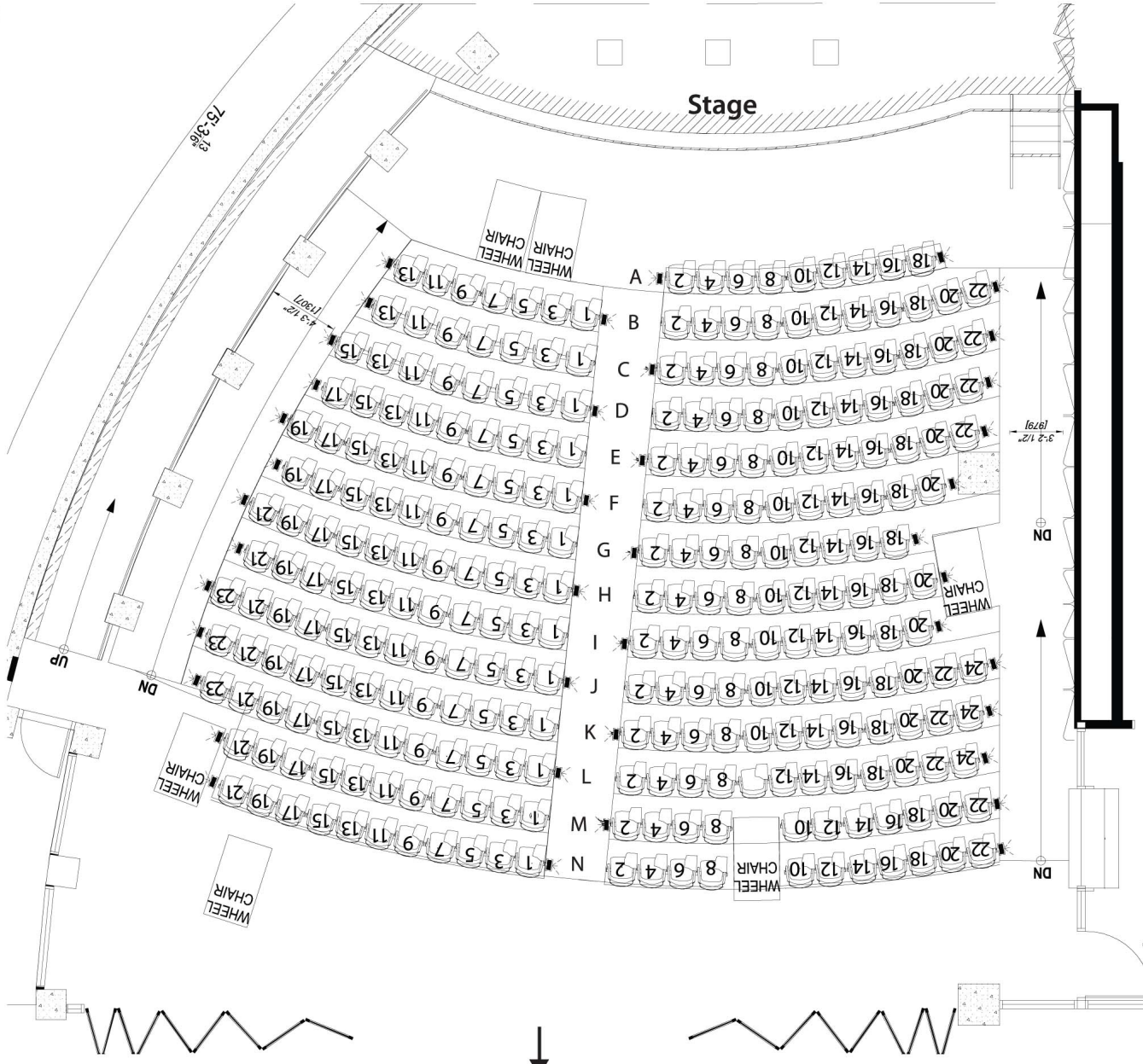
Ground Floor

Stage Approx. Dimension
36′ X 9′
Not To Scale

Aisle Lights

Fixed Seating
281

Capacity:
350
(With floor to ceiling doors that open to expand seating into the Garden Courtyard)



Restrooms

Park Blvd

Folding Doors

Courtyard

Folding Doors

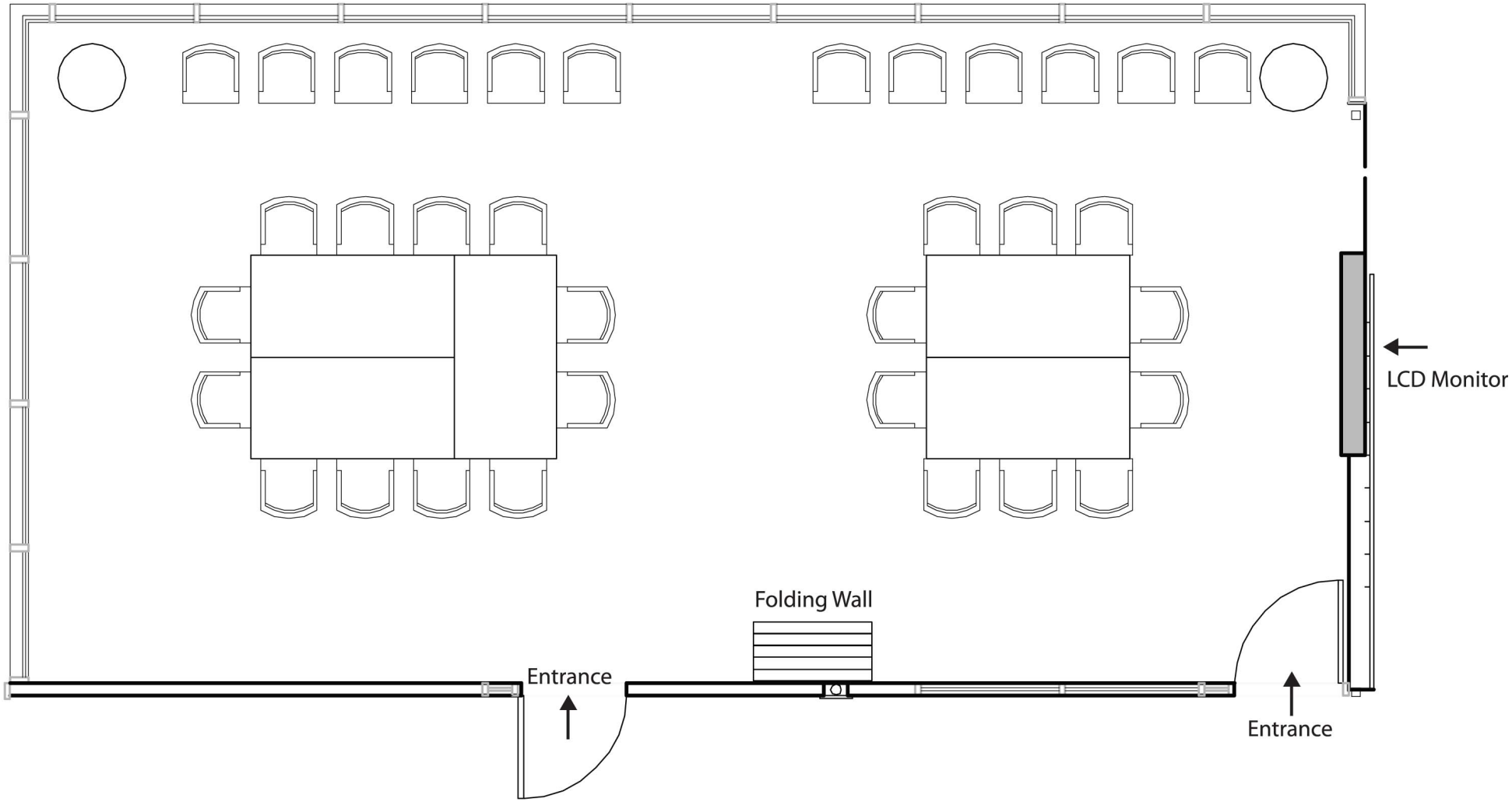
11th Avenue

San Diego Central Public Library

Mary Hollis Clark Conference Center

Ground Floor

Capacity:
46 full room
16 (Conf 151)
18 (Conf 152)

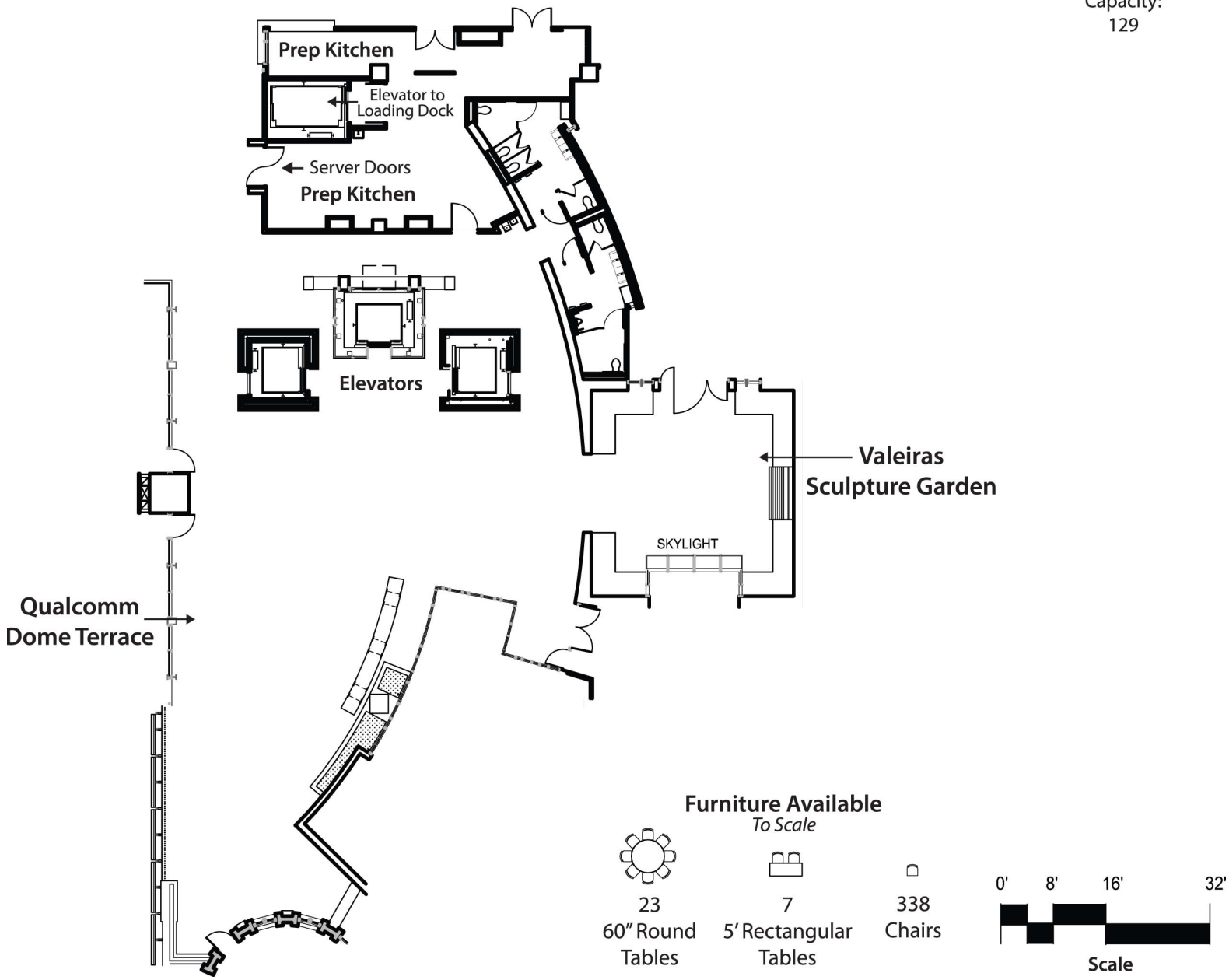


San Diego Central Public Library

Qualcomm Dome Terrace & Valeiras Sculpture Garden

9th Floor

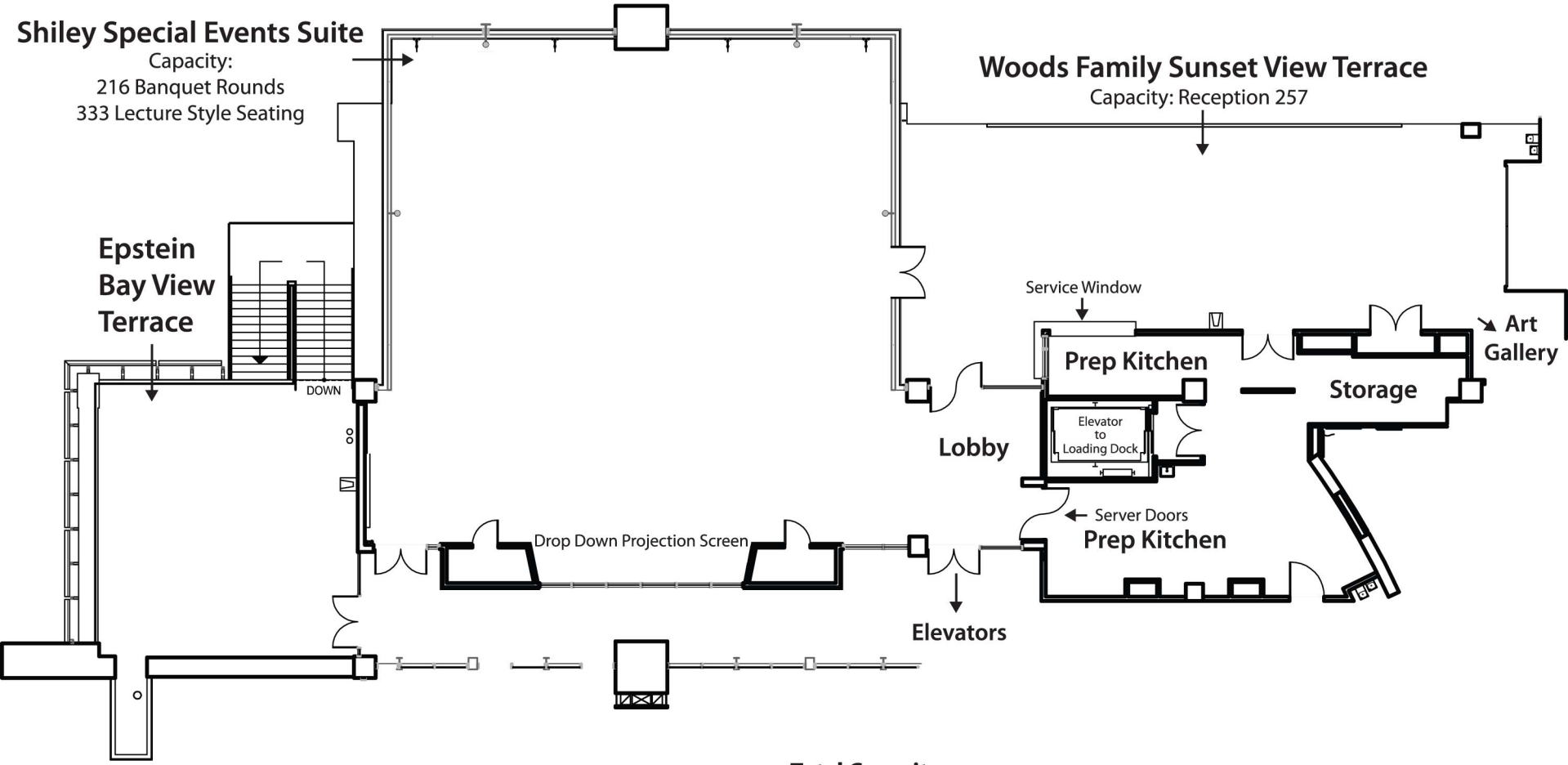
Capacity:
129



San Diego Central Public Library

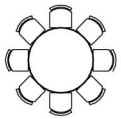
Shiley Special Events Suite, Epstein Bay View & Woods Family Sunset View Terraces

9th Floor



Total Capacity:
Shiley Special Events Suite,
Phyllis Epstein Bay View Terrace & Woods Family Sunset View Terrace
500 Standing

Furniture Available
To Scale



23
60" Round
Tables

7
5' Rectangular
Tables

338
Chairs

Scale

Attachment B – Gross Receipts

"Gross Receipts" means the amount Provider receives or earns for food and non-alcoholic beverage, equipment rental fees, set up charges, and staffing fees in providing the catering services to any individual, organization, company, or other entity that rents, or is granted the right to rent or to use the Central Library meeting rooms or event space for a function ("Client"), less only (i) retail sales taxes, and other direct taxes imposed upon receipts collected from Client, (ii) fees and other charges on credit card transactions if added to the Gross Receipts, and (iii) billed or Client added tips and gratuities paid to service provider's employees. Gross receipts includes commissions (payments based on a flat fee or percentage of gross sale to Client) received or earned by Provider from third party food or non-alcoholic beverage vendors or subcontractors and any food or non-alcoholic beverage product or services provided or sold by Provider to Client through any affiliated vendors/businesses.

Attachment C - Central Library Rental Application and Event Space Policies

San Diego Central Library @ Joan Λ Irwin Jacobs Common Special Event Space Rental Application, Policies, and Agreement

Event Title: _____

Is Renter a Not-for-Profit Organization? Yes / No (circle one)

Is Renter applying for a City Sponsored Event (CSE)? Yes / No (circle one)

Event Date	Event Set-up Time	Event Start Time	Event End Time	Event Space	Number of Attendees

Renter Name: _____(Renter)

Address: _____ Phone: _____

City/State:_____Zip Code:_____

Email Address: _____

Local contact name/address/phone number (if different from Renter):

_____

All policies governing the use of the Central library Special Event Spaces have been read, understood, agreed to, and will be followed by Renter. Failure to comply with any of the stated policies will result in immediate cancellation of the event.

Renter Signature: _____ Date: _____

Revised: 2/19/2020

The Special Event Spaces, as defined below, at the San Diego Public Library's (Library) Central library @ Joan Λ Irwin Jacobs Common were created to meet the community's needs for special events such as galas, concerts, conferences, mixers, holiday parties, weddings, and private parties.

Special Event Space(s): Spaces within the Central Library that include the Shiley Special Events Suite, Neil Morgan Auditorium, Mary Hollis Clark Conference Center, Helen Price Reading Room, and Qualcomm Dome Terrace with adjacent Valeiras Sculpture Garden. Study Rooms and Meeting Rooms are separate spaces and have different policies for their use. Use of Special Event Spaces is overseen by assigned Library staff (Special Event Staff).

Renters: Library allows the rental of Special Event Space by organizations and individuals under the conditions listed in sections A and B below. Renters please read and initial sections A and B below.

CSEs: The Library recognizes the importance of collaborating with public and private organizations, businesses, and community groups to further enhance library services and programming. All collaborations are subject to review by the Library director and must advance the Library's vision, mission, and strategic plan. For these collaborations the Library, or other collaborating departments within the City of San Diego (City), will sponsor events by individuals, businesses, or organizations, and allow use of the Special Event Spaces for such sponsored events under the conditions listed in sections A, B, and C below. Renters applying for a CSE please read and initial sections A, B, *and* C below.

SECTION A POLICIES

1. Renter shall obtain all law enforcement, fire marshal, and food service regulator permissions, inspections, and approvals, and any other City, State, or federal permits required for Renter's use and occupancy of the Special Event Space.

2. If *not* a CSE, then prior to an event, Renter, and each of their contracted vendors, must submit the following insurance documentation to the Library:

    - A Certificate of Liability Insurance that lists the City of San Diego, its Officers, Employees, and Agents, as additional insureds. Liability insurance requirements include: $1 million per occurrence and $2 million general aggregate with liquor liability; Workers Compensation Insurance as required by the State of California, with Statutory Limits, and Employer's Liability Insurance with limit of no less than $1,000,000 per accident for bodily injury or disease, should be noted on the certificate as well.

    - An Endorsement accompanying each Certificate of Liability Insurance naming the City of San Diego, its Officers, Employees, and Agents, as additional insureds.

3. Basic cleaning for Special Event Spaces will be provided by the City before and after the event, and is included in both the standard and add-on fees. Basic cleaning consists of emptying existing trash receptacles, sweeping/vacuuming floor and carpets, and maintaining restrooms. Any objects that cannot be swept or vacuumed are considered above basic cleaning and may incur additional fees. These objects include, but are not limited to, pallets, boxes, food, wood, banners, decorations, booth materials, and equipment. This also includes materials brought into the facility by event staff, exhibitors, caterers, planners, and attendees before, during, and after the event. If the event produces hazardous waste or an excess amount of trash, Renter will be responsible for additional charges required to dispose of the waste as required by the City.

4. Payment of rental fees is due a minimum of fourteen days prior to the event or event may be subject to cancellation. Rental fees for the Special Event Spaces are based on a minimum of a four-hour time period, unless otherwise specified.

5. Rental fees will apply from the time Renter and any associated vendors begin set-up for the event, including any equipment delivery, until the Special Event Space is vacated.

6. Ancillary fees for Library, custodial, and security staffing will apply during any *non*-CSE use of the Special Event Spaces outside of Central Library open hours. See Special Event Space Ancillary Service Rates that are charged at the City's prevailing rate.

7. Capacities are subject to change depending on requested layout / set-up.

8. Not-for-profit Renters include not-for-profit 501(c)(3), not-for-profit public service groups, and other documented not-for-profit organizations. If *not* a CSE, documentation will be required to verify not-for-profit status; if such documentation is not approved by City, then Commercial/Private fee rates will apply.

9. Rental Fees include:
   - Library, custodial, and security staffing during Central Library open hours
   - Free Wifi

10. Rental fees do not include:
    - Audio-Visual services
    - Piano tuning
    - Parking
    - Library, custodial, and security staffing outside of Central Library open hours
    - Facility set-up fees (for special lighting or HVAC settings outside of Central Library open hours)
    - Additional cleaning charges

Section A Policies: Renter Initials_____

SECTION B POLICIES

1. Renter is required to use a caterer from the Library's Exclusive Caterers list. Note that on the 9th floor there is a catering preparation space, which contains only a sink, refrigerator, and freezer. All other catering equipment will need to be provided by Renter or Exclusive Caterer. Use of open flames and any containers larger than one gallon of flammable substances are not permitted above the first floor of the Library. Open flame cooking on the first floor of the Library must first be requested from, and approved by, the Special Event Staff. If alcohol will be served, Renter is required to use one of the Library's Exclusive Caterers for alcoholic beverage service, and must notify Special Event Staff at least thirty days before event.

2. Delivery, set-up, and pick-up of all equipment brought into the Library facility are the sole responsibility of the Renter and may ONLY take place on the day of event. All vendors and equipment must vacate the facility by 12:00 AM on the day immediately following the event. Failure to vacate the facility by 12:00 AM the immediately following day may incur additional fees or charges. A detailed timeline of the event, including set-up time, vendor arrival times, and break-down time must be submitted to Special Event Staff at least fourteen days before the event.

3. The room layout / set-up preference must be submitted to the Special Event Staff at least thirty days before the event.

4. Depending upon the complexity of audio-visual needs for your event, audio-visual equipment assistance through your own vendor may be required. For more details contact the Special Event Staff.

5. Items of any kind may NOT be placed on any facility walls or equipment, or affixed to any floor or ceiling of the facility without prior approval by the Special Event Staff. Renter will prevent any employee, guest, or contracted individual from defacing or damaging any Library property or facility. Facility alterations are not permitted, including, but not limited to, window or door removal, window or door coverings, carpet removal and painting, or modification of any facility surface.

6. Renter is responsible for any damage, destruction, or loss of any property or item occurring prior to, during, or following any event, NOT Library. Library makes no warranties or representations whatsoever to Renter regarding the condition of any Special Event Space.

7. Signage to publicize an event or provide directional information may be posted with permission from the Special Event Staff, but must not damage public property, impinge on private property, violate City sign code ordinances, or be difficult to clean or remove from the venue. In addition, Renter is required to work with the Special Event Staff to assure that all onsite event signage prior to, and during, an event complies with Library guidelines. See also San Diego Municipal Code,

Chapter 14, Article 2, Division 12 Sign Regulations. Signage must be removed by Renter immediately following the event.

8. The Central Library is located within a residential district. Renter is fully responsible for assuring that sound levels during the entire time of an event comply with the San Diego Municipal Code for residential areas, and does not constitute a nuisance to the public. In addition, Renter is fully responsible for all arrangements, contracts, and licensing requirements with any musician, musical group, or other music provider. All events must end by 11:00 p.m. See San Diego Municipal Code §59.5.0401 for sound level limits.

9. Renter is responsible for managing the orderly behavior of all employees, guests, and contracted individuals. Minors must be supervised by adults. Misconduct by Renter or Renter's employees, guests, or contracted individuals, or misrepresentation on the application, may result in the immediate termination of the event.

10. Renter agrees to release, hold harmless, defend, and indemnify CITY from any and all liability for any claim, loss, injury, and damage related, directly or indirectly, to Renter's use of the Special Event Space.

11. Renter agrees that Library will not be liable in any manner due to Library's cancellation of an event. In the event of cancellation by the Library, every reasonable effort will be made to notify Renter at least two weeks in advance of the respective event. However, Library may cancel at any time.

12. Library reserves the right to revoke Special Event Space privileges at any time.

Section B Policies: Renter Initials_____

SECTION C POLICIES
(CSEs Only)

1. Event must be free, open to the public, and support the Library's mission to inspire lifelong learning through connections to knowledge and each other.

2. Renter will not solicit funds or personal information from attendees, nor promote any commercial services.

3. Library logo must appear on all marketing and promotional materials including social media. https://www.sandiego.gov/communications/design

4. All marketing and promotional materials, including social media posts, must be provided to Library for review and approval prior to publication.

5. Renter will report back to Library after the event with all tracked marketing statistics.

6. Library will have the opportunity to provide opening remarks and other comments at the event.

7. Library will have the opportunity to provide a table of Library materials at the event when appropriate.

8. Library will have the opportunity to be included in any panel or topic discussion when appropriate.

Section C Policies: Renter Initials_____

Rental Fee Schedule

Space	Floor	4-hour Rental Fee Commercial/ Private	4-hour Rental Fee Not for Profit	1-hour Rental Fee Commercial/ Private	1-hour Rental Fee Not for Profit	Any Length Rental Fee CSE	Capacity	Square Footage
Neil Morgan Auditorium	1	$2,040	$1,716	$510	$429	$0	300	5,000
Mary Hollis Clark Conference Center	1	$292	$219	$73	$55	$0	46	688
Shiley Special Events Suite	9	$2,900	$2,137	$725	$534	$0	500	3,500

Shiley Special Events Suite Add-On Spaces[1]

Price Reading Room	8	$2,000	$1,500	$500	$375	$0	120	2,000
Qualcomm Dome Terrace	9	$1,690	$1,267	$422	$317	$0	129	900

[1] The Price Reading Room and Qualcomm Dome Terrace can only be rented in addition to renting the **Shiley Special Events Suite**, and can only be rented outside of Central library open hours. The Price Reading Room is only available with special approval from the Library Administration.

DEPOSIT

A 50% non-refundable deposit is due upon booking the **Neil Morgan Auditorium** or the **Shiley Special Events Suite** (calculation of 50% deposit must include cost of any add-on spaces).

WEEKEND BOOKING

A flat rate of $500 will be added to weekend (Friday and Saturday) rentals of the **Shiley Special Events Suite**.

Authorized: *(Original Signed by Misty Jones)*
Library Director

Revised: 2/19/2020