

**Outdoor Resort Palm Springs  
Owners Association**

# Request for Proposals to Operate La Palma Café

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Outdoor Resort Palm Springs  
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Cathedral City, CA 92234

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**RESPONSES DUE**

Noon – July 15, 2013

## Overview

Outdoor Resort Palm Springs Owners Association is requesting proposals for the operation of the La Palma Café at the La Palma Clubhouse at Outdoor Resort Palm Springs in Cathedral City, CA. This Café is an existing amenity at the site.

The Café will provide beverages and fresh, high quality, light fare at good value, to the owners, guests, and staff at Outdoor Resort Palm Springs. In addition, the Café will be provided the opportunity to bid and cater owner-sponsored events and activities, and will, if competitively priced, cater selected association sponsored activities and events for which food or beverage service is provided.

The Outdoor Resort Palm Springs Owners Association will enter into a contract with one Operator (successful applicant) who meets the criteria set forth in this Request for Proposals (“RFP”). This RFP sets forth general selection criteria. This is intended as a guideline for interested respondents. Actual selection is expected to encompass an interview process in addition to the RFP.

## Schedule

We are expecting the Café to be open for business on or about November 1, 2013. The successful candidate will be selected by September 1, 2013. Interviews will be scheduled as needed following due date of submittals. Submittals will be due by July 15, 2013, at noon.

A guided walk-through of the Café can be arranged through Sandra Yescas at (760) 328-3834 x 240, or [SYescas@ORPS.com](mailto:SYescas@ORPS.com).

## Location

La Palma Café occupies a prime location at the La Palma Clubhouse, one of two clubhouses at Outdoor Resort Palm Springs. On Sunday morning in-season, La Palma Clubhouse hosts non-denominational chapel services for approximately 400 worshipers. The La Palma Clubhouse is also home to the Fitness Center, meeting rooms, offices, private post office, 4 tennis courts, and an Association-owned convenience store having a California ABC Type 20 license authorizing the sale of beer and wine for off-premises consumption. The Café is off-premises as defined by the California Alcoholic Beverage Commission.

The Café sits poolside to a large recreational pool at the clubhouse and offers inside and patio dining from its fully-equipped commercial kitchen with approximately 36 seats inside, and an additional 60 seats divided between two patio dining areas.

The Café offers free Wi-Fi access.

## Population

Outdoor Resort Palm Springs is a FIVE-STAR, RV Resort and Country Club. It has 1,213 fully equipped RV sites, each of which is privately owned; but many of which are seasonally rented to third parties. Owners reside in 35 states and 3 foreign countries.

During the high-season of January, February and March the Resort is virtually 100% occupied with over 2,000 occupants. Weekends and holidays swell the population even more as children, grandchildren, and guests join the residents at this premier location in the Coachella Valley.

In addition to the residents and their guests, other patrons of the Café include myriad visitors to Chapel and other events, vendors and contractors, and staff.

The Café Operator may have the opportunity to establish programs serving each of these groups. Some ideas that have arisen in the past include brunches, special dinners with guest chefs, catered parties at the Café or at the private lots of owners, in-resort delivery service of ready-to-cook or ready-to-serve meals, etc. The Association will not place unreasonable limitations on the Operator.

## The La Palma Café

La Palma Café is an existing amenity intended as a place where residents may go for a dining experience away from their recreational vehicle, but not outside the boundaries of the Resort. It also serves some in the general public who are visiting a Resort resident or attending a Resort event; or those who might want to experience the Resort as they consider a Resort rental or ownership opportunity.

The building is approximately 1,311 square feet in size, and includes dining for approximately 66 persons inside, an additional 32 persons on the shaded poolside patio, and approximately 22 persons on a breezeway patio on the north side of the Café between it and the Convenience Store.

The Kitchen is approximately 431 square feet in size, and includes the following major equipment: two (2) fryers, charbroiler, griddle/stovetop, salad bar prep table, and walk-in freezer/cooler, and other equipment sufficient to consider the back of the house as “fully equipped”. However, it is likely that the successful candidate may require additional or different equipment and this can be negotiated.

Dining Rooms are fully equipped. However, it is likely that the successful candidate may require additional or different serveware, flatware, or linens and this can be negotiated.

The Café Operator is responsible to assure that all transactions are recorded on the cash register or point-of-sale device provided by the Association. Deliveries are to be made directly through a back-door to the kitchen area from the adjacent street. Parking is not available for deliveries. Parking will be available for employees in the parking lot at the south side of the adjacent tennis courts; however, such parking is not reserved and is on a first-come, space available basis.

Most patrons arrive on foot, by golf cart, or on bicycle. Limited parking for patrons is available in the marked parking areas surrounding the adjacent tennis courts.

The Café is ADA accessible. In general, patronage is limited to Resort owners, residents, and their invited guests, and such other persons that might be on property in accordance with the Rules of the Association. However, members of the public may be allowed if required by public access requirements for certain events and activities, or as might be required by law and the use conditions of a public license or permit.

We will work with the Operator to assure his or her success.

## **Hours of Operation**

For the 2013/2014 season the La Palma Café will be open to the public beginning on or about November 1, 2013 and will close when the Operator selects, but no earlier than April 15, 2014. The Café will be open seven days per week, and will serve a minimum of breakfast and lunch; however may serve additional meals if Operator deems feasible. The opening and closing hours will be agreed upon between the parties. The Association will allow extended hours until 10:00 p.m. if requested.

We are willing to work with the Operator as the Operator explores various opportunities for a successful operation that will be supported by our population and usage patterns.

## **Menu**

One of the particular challenges to breakfast service at the Resort is the fact that the Resort has traditionally given away FREE coffee at the adjacent clubhouse for its residents.

We require that the Café offer a minimum of Breakfast and Lunch, seven days per week. Other meals and offerings would be at the discretion of the Operator.

When possible, we would like the Café to use products that are fresh, local, sustainable, healthy, and organic. It is important that the Café not be just another café as there is substantial local, off-property competition that will draw away the customers unless something unique, special, and convenient is offered. Price alone will not be the deciding factor to achieve Resort resident satisfaction.

We would expect moderate prices. Resort residents will be more likely to patronize the Café if they are able to get a good, well presented, meals at a price that at least matches local competition. We would also like the Operator to offer a discount to Association employees that would encourage them to remain on site for meals rather than travel off-site.

## General Terms

Outdoor Resort Palm Springs Owners Association is the owner of the Café and its furniture, fixtures, and equipment. Any new equipment that is affixed to the building or its structure becomes the property of the Association. Furniture, fixtures and equipment purchased by the Operator without the advice and consent of the Association remains the property of the Operator. A complete inventory will be taken and mutually agreed by the parties before the effective date of this the Agreement, and on termination of the Agreement. Operator will be responsible for any and all loss beyond normal wear and tear, and breakage expected in the normal course of operations.

The Café Operator will be responsible for janitorial and cleaning services for the Café and its service areas. The Café Operator will be responsible for all supplies and products necessary for the conduct of its business.

The Café Operator will be responsible for all costs associated with its employees.

The Café Operator will be responsible for the payment of all fees and taxes associated with its business operation, including licenses, permits, etc.

The Association will be responsible for all capital costs of equipment, furniture, fixtures and equipment. It will provide maintenance and repair of everything that it owns. It will provide and pay for all utilities and services to the building associated with the building, including servicing and cleaning of hoods, ventilation, fire suppression equipment and grease trap.

The Association will be responsible for all costs associated with its employees.

The Association will be responsible for the payment of all fees and taxes associated with the physical property.

The term of an Operating Agreement will be for one season for which the Operator may have possession and use of the Café from September 1, 2013 through May 30, 2014; and the agreement may be renewed for successive similar periods if mutually agreed between the parties.

Operator of the Café must conform to Federal and State law, County and Municipal ordinances, and Association Rules and Regulations applicable to the Café. Operator must obtain and continue to hold all required permits, licenses, insurances, etc. required by any and all of the above entities.

Operator may name or rename Café as mutually agreed between the parties.

Rent will be established as a percentage of gross receipts, without offset, with such percentage to be mutually agreed between the parties.

## Selection Criteria

Outdoor Resort Palm Springs Owners Association has determined that in order to select the most advantageous proposal to operate the La Palma Café, comparative judgments of various factors will be necessary. No fees or costs are associated with the submitting of this proposal. Outdoor Resort Palm Springs Owners Association reserves the right to reject any and all proposals.

The food and beverage offered needs to be of high quality, with good variety and good value. The services need to be customer-oriented and in no way conflict with any aspect of the mission or goals of Outdoor Resort Palm Springs Owners Association. In fact, all such services should complement the mission, and be a seamless part of the Resort and its operation.

Evaluation of the following criteria, while not exhaustive, will guide the determination of the successful Operator. These criteria should be addressed as part of the submitted proposal.

1. **Business Plan:** Parts of the business plan to be evaluated are listed in the subsections below. Subsections and plans may be combined and additional material may also be submitted:
  - a. **Experience:** Extent that business owner will participate in the day-to-day operation of the Café. Indication of the completion of any food safety courses, and food- or business-related degrees or certifications.
  - b. **Proper Insurance:** At least \$1,000,000 of Commercial General Liability insurance is required, with the Outdoor Resort Palm Springs Owners Association, its officers, directors, employees, members, and assigns named as an additional insured. Workers Compensation coverage is required for all of the Operator's employees. The Operator is also responsible for maintaining sufficient property insurance to cover the Operators property located on the premises.
  - c. **Operational Plan:** Include necessary equipment and fixtures, sufficient staffing, sufficient supervision, and daily oversight of the Café area. Include the ability to maintain consistent hours of operation. Include catering capability.

**All modifications or additional equipment to be delivered to, or installed in, the Café must be approved in advance by the Outdoor Resort Palm Springs Owners Association.**

**Café seating space, tables, and chairs are to be available to all patrons of the Resort, at all times, even if they have not purchased food from the Café.**

- d. **Marketing Plan:** Indicate Café menu pricing, catering and banquet menu pricing, advertising strategies, aesthetic presentation of business and materials, discounts or arrangements to encourage purchases and attract business, etc. Outdoor Resort Palm

Springs Owners Association will provide access to Association website and media at no cost to Café.

2. **Proposed Menus:** Will be evaluated on food and beverage pricing, quality, and variety (including healthy options or alternatives). All product packaging must be in keeping with the Resort branding and image, and its green-initiative.
3. **References, Credit & Criminal Background Checks:** Provide 3 professional references. Provide statement of consent that you will cooperate in a credit check and criminal background check.
4. **Disclosure of any potential conflict of interest:** Indicate any connection or relationship to anyone that could reasonably be foreseen to adversely affect the successful and fair operation of the Café. Please disclose any familial relationship, personal relationship, or business relationship with any owner, director, officer, or employee of Outdoor Resort Palm Springs. Applicants may be interviewed by the Board of Directors, and they may request prepared samples of proposed menu selections for evaluation.

## Proposal Requirements

For additional information, contact Jim Stilwell, General Manager by email at [JStilwell@ORPS.com](mailto:JStilwell@ORPS.com) or by telephone (760) 328-3834 x 244.

**1. Cover Letter:**

- a. Applicant's legal name
- b. Applicant's primary address
- c. Applicant's telephone number
- d. Applicant's email address
- e. Signature of applicant indicating that the individual has authorized and attested to the accuracy of the entire contents of the proposal.

**2. Business Plan:**

- a. Résumé
- b. Experience
- c. Equipment to be provided
- d. Staff levels
- e. Hours of Operation
- f. Confirmation that all listed requirements will be met

**3. Menu:**

- a. Suggested food and beverage selections with anticipated pricing
- b. Provisions of service of alcoholic beverages, i.e. Operator ABC, BYOB, none, etc.

**4. References, Credit & Criminal Background Check:**

- a. Three professional references with contact information
- b. Signed letter of consent to cooperate in a credit and criminal background check (successful candidate will need to provide SSN)

**5. Declaration of potential conflicts of interest**

## Proposal Submission

This RFP is intended only as a general guide for preparing and submitting a proposal. The term of the agreement (final contract) resulting from this RFP will be from September 15, 2013 through May 30, 2014. Outdoor Resort Palm Springs Owners Association may, at its discretion, extend the contract for additional similar periods. Prior to exercising an option to extend, Outdoor Resort Palm Springs Owners Association reserves the right to review financial records of the Operator, including financial statements of revenue and operating expenses for the Café. Outdoor Resort Palm Springs Owners Association may terminate this Agreement at any time upon thirty (30) days written notice for any reason including its own convenience.

**Five copies of your proposal should be submitted to the following address no later than Monday, July 15, 2013 at noon.**

**Proposals may be mailed or hand delivered to:**

Jim Stilwell, General Manager  
Outdoor Resort Palm Springs  
69411 Ramon Road  
Cathedral City, CA 92234

ATTN: LA PALMA CAFÉ PROPOSAL

**Proposals may be emailed to:**

[JStilwell@ORPS.com](mailto:JStilwell@ORPS.com)

Subject Line Must Include "LA PALMA CAFÉ PROPOSAL"

Receipts will be acknowledged. Unsuccessful applicants will be notified by email following award to successful applicant.

Outdoor Resort Palm Springs Owners Association reserves the right to reject any and all proposals.

Outdoor Resort Palm Springs Owners Association reserves the right to extend the deadline for submittals.