



*City of Arts & Innovation*

# City Council Memorandum

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**TO: HONORABLE MAYOR AND CITY COUNCIL** **DATE: MAY 22, 2018**

**FROM: GENERAL SERVICES DEPARTMENT** **WARD: 1**

**SUBJECT: CATERING SERVICES AGREEMENTS WITH MCGRATH'S CATERING AND MARGUERITE HOCHANADEL, DBA MADDILICIOUS CAFÉ & CATERING FROM REQUEST FOR QUALIFICATIONS NO. 1758 CATERING SERVICES PANEL FOR EVENTS HELD AT THE GRIER PAVILION/MAYOR'S CEREMONIAL ROOM**

## **ISSUES:**

Approve Catering Services Agreements with McGrath's Catering, located in Riverside, California and Marguerite Hochanadel, dba Maddilicious Café & Catering, located in Riverside, California from Request for Qualifications No. 1758 for a catering services panel to provide on-call food and beverage catering service for events held at the Grier Pavilion/Mayor's Ceremonial Room.

## **RECOMMENDATIONS:**

That the City Council:

1. Approve Catering Services Agreements with McGrath's Catering and Marguerite Hochanadel, dba Maddilicious Café & Catering from Request for Qualifications No. 1758 for a catering services panel to provide on-call food and beverage catering service for events held at the Grier Pavilion and Mayor's Ceremonial Room;
2. Authorize the City Manager, or his designee, to execute a one (1) year Catering Services Agreement with McGrath's Catering, with an option to extend for three (3) additional one (1) year terms, including making minor and non-substantive changes; and
3. Authorize the City Manager, or his designee, to execute a one (1) year Catering Services Agreement with Marguerite Hochanadel, dba Maddilicious Café & Catering, with an option to extend for three (3) additional one (1) year terms, including making minor and non-substantive changes.

## **BACKGROUND:**

The Grier Pavilion (Grier) is an outdoor space that represents Riverside's celebration of inclusion and demonstrates the City's commitment to its diverse community. The Grier seeks to create an atmosphere that promotes the history, pride and progress of the City and celebrates lives dedicated to the service of others. The Grier features a panoramic, rooftop view of downtown Riverside and beyond. The Mayor's Ceremonial Room (MCR) is an interior meeting room located



adjacent to the Grier. These two rooms are often used in conjunction with one another for meetings and/or events.

The City allows the use of the Grier Pavilion/Mayor's Ceremonial Room (Grier/MCR) for non-profit and community-based organizations that offer a program or service that is sponsored or endorsed by the City. The City facilitates food and beverage service for events held in the Grier/MCR by entering into agreements with preferred providers to ensure high quality food service and menu choices at reasonable prices. Exclusive catering services were previously provided via an agreement with Raincross Hospitality Corporation dba Taste Catering, through May 1, 2018. As the previous provider notified City staff that they do not plan to extend their agreement, the City issued Request for Qualifications (RFQ) No. 1758 seeking to establish a catering panel to provide food and beverage service for events held in the Grier/MCR.

## **DISCUSSION:**

On November 28, 2017, the City of Riverside issued RFQ No. 1758 seeking to establish a panel of up to six (6) experienced catering companies ("Caterers") to provide on-call food and beverage catering service for a variety of professional meetings, conferences, non-profit and cultural events held at the Grier/MCR.

### **RFQ 1758 Evaluation**

The RFQ was developed by the General Services Department, in conjunction with Community & Economic Development/Arts and Cultural Affairs Division staff, and was posted on Purchasing's Active Bidder portal from November 28, 2017 through December 29, 2017. A total of four (4) responses were received. One (1) was deemed non-responsive, and one (1) later withdrew from consideration, leaving two (2) remaining proposals – the first from McGrath's Catering, located in Riverside CA; and the second from Marguerite Hochanadel, dba as Maddilicious Café & Catering, also located in Riverside, CA.

The Evaluation Committee, consisting of five (5) staff members from the General Services Department, Community & Economic Development/Arts and Cultural Affairs Division, Community & Economic Development/Real Property Services Division and the City Manager's Office, evaluated both proposals for adherence to all requirements. Proposals were evaluated using the following criteria:

#### Phase 1: Pass/Fail

- Provided menu options between \$7 - \$14
- Evidence of ABC permit (if proposal includes provision for alcohol)
- Food Handling Permit "A" Rating
- Demonstrated ability to set up/tear down (tables, chairs, linens, etc.)
- Three (3) years minimum catering experience
- Evidence of Insurance

#### Phase 2: Evaluation of Proposals

- Catering Concept/Revenue Sharing Model
- Company Information (key personnel, experience, clientele)
- Menu and Pricing (variety, locally sourced, healthy, pricing)



After careful review, the panel rated both proposals as excellent, meeting or exceeding the requirements set forth in RFQ No. 1758.

### Catering Panel Agreement Terms

Key terms of the proposed Catering Services Agreement (Agreement) with McGrath's Catering and Maddilicious Café and Catering are as follows:

Agreement Terms	McGrath's Catering Maddilicious Café and Catering
Term	12 months, with option to renew for three (3) additional one (1) year terms. Either party can terminate this agreement with thirty (30) days' written notice.
Purpose	Food and beverage catering at the Grier Pavilion (with exceptions for highly specialized food requirements)
City Revenue Share	Up to 100 Guests: \$150 100+ Guests: \$250
Average Menu Pricing	\$7 - \$14 (other options available at client request)
Custodial Services	City
Utilities at Grier Pavilion	City
Set up Fees (paid by client)	Level 1 (50 attendees or less): \$150 Level II (100 attendees or less): \$200 Level III (100+ attendees): \$275 Bar Set Up (not including bartender): \$150  Note: If an event requires Set up Service only (no catering), Company will provide said service according to the Set up Fees set forth above. This will be billed by the City to the Client. The Company will bill the City.
Site Supervisor Fee	\$45 per hour for time caterer not on site.

The capacity of the Grier/MCR is 250 guests (with seating capacity for 180). The estimated number of events held in the Grier/MCR each year is 55 – 70. The panel of pre-qualified caterers established through this selection process could also have the ability, if they choose, to cater other City events or meetings held in any other City locations; however, organizers for meetings held in other City locations are not required to use this panel of on call Caterers.

Approval of this catering panel will provide clients choosing to hold their events at the Grier/MCR with a greater range of pricing and menu options meeting City expectations. McGrath's Catering and Maddilicious Café and Catering will serve as the City's exclusive caterers for events held at the Grier/MCR, unless a client requires, for religious or other reasons, a highly specialized menu and/or kitchen for food preparation.

The Purchasing Manager concurs that the recommendation to award RFQ No. 1758 to McGrath's Catering and Maddilicious Café and Catering is in compliance with Purchasing Resolution 23526.

The Community & Economic Development Director concurs with the recommendations.



**FISCAL IMPACT:**

With an estimated 55 – 70 events booked annually in the Grier/MCR, the revenue sharing provision shall generate approximately \$7,000 - \$10,000 annually. All revenues will be deposited to Catering – Grier/MCR Account No. 0000720-225090 and will be offset with any expenditures incurred. Funds will be set aside and appropriated, upon Council approval, for various capital repairs at City Hall.

Prepared by: Carl Carey, General Services Director  
Certified as to  
availability of funds: Adam Raymond, Chief Financial Officer/City Treasurer  
Approved by: Marianna Marysheva, Assistant City Manager  
Approved as to form: Gary G. Geuss, City Attorney

**Attachments:**

1. Catering Services Agreement – McGrath's Catering
2. Catering Services Agreement – Marguerite Hochanadel dba Maddilicious Café and Catering
3. RFQ Award Recommendation