

July 17, 1997

**SUBJECT: FOOD SERVICE CONSULTING SERVICES FOR THE
REDEVELOPMENT OF THE AQUARIUM PLAZA AND ADJACENT
FOOD SERVICE AREAS**

RECOMMENDATION:

THAT Fessel International Hospitality Consultants be awarded a contract in the amount of \$57,500 plus G.S.T. to provide a Food Service Master Plan for the redevelopment of the Aquarium Plaza and adjacent areas.

THAT the Aquarium contribute 40% of the contract fee.

THAT no legal rights shall arise hereby, and none shall arise until execution of the contemplated contract. The Board may rescind this resolution at any time up to the execution of the contemplated contract.

DISCUSSION

The area of Stanley Park adjacent to the Aquarium is undergoing a major redevelopment due to the phasing out of the zoo. Both the Board and the Aquarium have agreed that improved food services are required to better address visitor needs in this popular area of the park.

The Aquarium does not have a purpose-built food service concession but has operated a cappuccino and snack bar from a temporary structure within their complex for the last three summers. Gross sales in 1996 were \$210,655.

The Board operates two concessions and a satellite unit in this area. These are the Duck Pond, Trailer and Popcorn Wagon. Gross sales in 1996 were \$802,555.

The creation of new food services adjacent to the plaza must be integrated in the larger context of providing food services to the surrounding areas (Appendix 1) and the consultant will review existing operations, with recommendations for any new facilities, closing of other units and possible renovations.

Specifically, the consultant will prepare an "area" master plan for food service facilities which will include two distinctive options for food services on the plaza:

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| 1) | A major food service unit on the plaza separately run by the Board, and |
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	a food service unit inside the Aquarium operated by themselves.
2)	A single common unit adjacent to the Aquarium serving both facilities.

Considerable time was spent in searching for potential food service consultants in North America who were capable of carrying out this assignment. Six companies were sent RFP packages and two proposals were received by the Board, one by Fessel International at a cost of \$57,500 + G.S.T. and the other by Gerry Ward and Associates at \$110,000 + G.S.T.

Fessel are a large international food service consulting company with offices in California, Florida, Tokyo and Zurich. They have vast experience in consulting for major parks and tourist attraction food services.

References have been obtained from three of Fessel's previous clients and they have all been very positive.

The Aquarium have agreed to fund 40% of the cost of this study, which was considered to be an appropriate cost-share, as the scope of work includes assessing the Board's other food service facilities (both leased and owned) surrounding the Aquarium.

The study will determine implications of cost and revenue sharing between the parties as applicable. This information will be useful when negotiations take place for a lease extension for the Aquarium.

Copies of the Request for Proposals and submission by Fessel are available through the Director of Administration and Revenue Services.

It is anticipated that the contract will commence in the first week of August and be completed by the middle of October. A report will then be submitted to the Board outlining the recommendations for future food services in the subject areas.

JUSTIFICATION

The proposal from Fessel International Hospitality Consultants is the best one received by the Board. References have indicated they are capable of providing the Board and the Aquarium with a food service master plan that will assist in our planning for improved food services in this important area of Stanley Park.

This study should also help the Board and the Aquarium in their upcoming negotiations for a lease extension.

Prepared By:
Administration & Revenue Services Division
Board of Parks & Recreation
City of Vancouver
PJ