Request for Proposals

Juice Bar

San Francisco State University
Mashouf Wellness Center
March 10, 2017
March 10, 2017

Dear Prospective Retail Subtenant,

In collaboration with San Francisco State University (SF State), The University Corporation, San Francisco State (UCorp) has approximately 257 square feet of juice bar space available for sublease at the Mashouf Wellness Center, the campus’ newest building, which is located at the corner of Font and Lake Merced Boulevards. Primarily funded by student fees, the 118,700 square-foot building began construction in August 2015 and is slated for completion Summer 2017.

UCorp is an auxiliary organization affiliated with SF State and is authorized under the California Education Code to conduct certain functions in support of the University. UCorp leases certain spaces from the University, and in turn, offers subleases to its retail and commercial services partners. UCorp works closely with both SF State and Associated Students (AS), the student government at SF State, to ensure that the selected vendor meets the needs and aspirations of the campus community.

Currently, the architectural plans leave the juice bar space unfinished, pending final and approved design instructions. Our desire is to identify a vendor while the building is still under construction to allow for a collaborative build-out of the space to the extent feasible. The selected vendor will be responsible for costs associated with the design and build-out of the juice bar space. If your organization is interested in this exciting business opportunity at SF State, please review the enclosed information and submit a proposal by Friday, May 5, 2017.

**Informational Meeting and Tour:**
- Date/Time: Wednesday, March 22, 2017, 2:30pm to 5:00pm
- Location: SF State Campus (meeting room TBD)
- Please RSVP by Monday, March 20, 2017 to ucorp@sfsu.edu

We look forward to hearing from you regarding your interest in this retail opportunity. In the meantime, if you have any questions, please email ucorp@sfsu.edu.

Sincerely,

The University Corporation, San Francisco State
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1. General Information

1.1 Facts & Figures about SF State
SF State is 1 of 23 campuses that is part of the California State University (CSU) system, the nation’s largest institution of higher education. The approximately 141-acre SF State campus operates on a semester basis with the major sessions taking place during the Spring and Fall semesters (minor sessions during the Winter and Summer). Approximately 5,000 people live on the main campus: this includes approximately 2,000 students in resident halls and 3,000 students, faculty, staff, and unaffiliated individuals in apartment units. SF State offers bachelor’s degrees in 78 academic areas, master’s degrees in 62 academic areas, 17 credential programs, and 35 certificate programs. In addition to SF State’s main campus on 1600 Holloway Avenue, SF State’s downtown campus at 835 Market Street houses a variety of master’s and extended learning programs.

For additional information and fun facts about SF State, please visit: http://www.sfsu.edu/future/visit/facts.html

1.2 About the SF State Customer
The campus population is made up of approximately 30,000 students and 3,500 faculty and staff. On any given day when classes are in session, approximately 24,000 people are on campus. SF State’s customers are made up of diverse cultural backgrounds, and thus, wide-ranging foodservice offerings are essential to the campus community. Additionally, as part of UCorp’s commitment to serving the campus community, we seek foodservice vendors with strong business practices as it relates to quality, cleanliness, high-level service, sustainable practices, flexibility with operations, sensitivity in price point, and menu variety.

1.3 About the Mashouf Wellness Center
Approximately 118,700 square feet, the Mashouf Wellness Center will open Summer 2017. Located at the corner of Font and Lake Merced Boulevards, this state-of-the-art recreational complex serves as a vibrant facility for students, faculty, and staff to enjoy an array of wellness and recreational activities. Included (but not limited to the following) are: an indoor track, fitness and weight areas, pools, a sauna, a climbing wall, multi-use courts, a juice bar. The Mashouf Wellness Center project is on track for Leadership in Energy and Environmental Design (LEED) Platinum.
1.4 Foodservice Operations on Campus
1. Café 101
2. Café Rosso
3. Food Truck Program
4. Farm Fresh Underground
5. Gold Coast Grill & Catering
6. Good to Go
7. Ha Tien Cove
8. Healthy U
9. Ike’s Place
10. iNoodles
11. Natural Sensations
12. Nizario’s Pizza
13. Peet’s Coffee & Tea
14. Quickly
15. Residential Dining Program (provided by Sodexo)
16. Shah’s Halal
17. Shop24
18. Station Café/HSS Café
19. Subway
20. Taquería Girasol
21. Taza Smoothies & Wraps
22. The Lobby Shop
23. The Pub at SFSU
24. The Village Market & Pizza

1.5 Other Retail Operations on Campus
1. Ctrl+P Digital Print Shop
2. SF State Campus Store
3. Bank of America (ATM)
4. Chase (ATM)
5. Wells Fargo (ATM)
6. US Bank (Branch & ATM)

To learn more, please visit: [http://ucorp.sfsu.edu/commercial-services](http://ucorp.sfsu.edu/commercial-services)
2. Description of Foodservice Operation

2.1 Site Specifications
The approximately 257 square-foot juice bar space available for sublease will be located on the 1st floor, adjacent to the main entrance. The juice bar will have one area open to the corridor/lobby 8'-0” x 13'-6” and a storage/work room approximately 11'-0” x 13'-6”. The premises shall include a 100 AMP electrical panel, stub-outs for wash and mop sinks, HVAC piping and ductwork. In addition to the juice bar being the primary foodservice option in the building, there will also be vending machines.

*Please note that the space will NOT be equipped with infrastructure to accommodate a hood system; as a result, food preparation will be limited.

2.2 Condition of Premises
Construction of the building commenced in August 2015 and is expected to be completed Summer 2017. At this stage of the construction process, the architectural plans leave the juice bar space unfinished, pending final and approved design instructions. Our desire is to identify a vendor while the building is still under construction to allow for a collaborative build-out of the space to the extent feasible. The selected vendor will be responsible for costs associated with the design and build-out of the juice bar space. Examples of tenant improvements include (but are not limited to): finished walls, lighting, FF&E, signage (all of which are subject to approval).

2.3 UCorp’s Expectations from a New Business Partner
UCorp is seeking a qualified retail subtenant to operate a juice bar at this retail location. Additional requirements include:

• Subtenant design and build-out of the space (in line with LEED Platinum standards).
• Open in conjunction with the hours of the building (specific hours of operation TBD and to be mutually agreed upon).
• Menu variety (including vegan and vegetarian options). Examples of desired options include, but are not limited to, the following:
  o Freshly prepared juices and smoothies (with the ability to add protein powder, workout supplements, etc.)
  o Coffee and tea beverages
  o Organic, healthy, and locally-sourced ingredients (i.e. fresh fruits and vegetables, low artificial sugar, low processing)
  o Grab-and-go food items (i.e. sandwiches, bagels, yogurt parfaits, acai bowls, etc.)
• Sensitivity in price point.
• Commitment and good faith effort towards hiring student employees.
• Active participation in mandatory programs/initiatives:
  o Sustainability for food and waste (Green Restaurant Certification preferred)
  o Meal card program (if applicable)

A. NNN Lease: Subtenant responsible for property taxes, insurance, and maintenance.
B. Term: Sublease term anticipated to be 5 years but is subject to negotiation.
C. Base Rent: Competitive rate TBD (minimum of $24,000 annually)
D. CAM & Utilities (excluding direct charges): TBD
E. Security Deposit: (equivalent to 3 months of base rent)
F. Insurance Requirements:
   a. General Liability: $2,000,000 per occurrence and $4,000,000 aggregate for bodily injury, personal injury, and property damage.
   b. Automobile Liability: $1,000,000 per accident for bodily injury and property damage.
   c. Worker’s Compensation and Employers’ Liability: $1,000,000 per accident for bodily injury or disease.
   d. Property Insurance: Full replacement of Subtenant’s personal property and trade fixtures.
   e. Business Interruption Insurance: Although not required, Subtenant encouraged to maintain Business Interruption Insurance for up to twelve (12) months of lost business in an amount that covers rent and payroll.
   f. The certificate of insurance shall list the following as additional insureds:
      1. The University Corporation, San Francisco State, a California not-for-profit corporation, its board, officers, members, employees, and agents.
      2. The State of California
      3. Trustees of the California State University
      4. San Francisco State University
G. Indemnification – Subtenant shall indemnify, defend, protect and hold Sublessor and the Sublessor Related Parties harmless from and against any and all liens, claims, demands, actions, causes of action, obligations, penalties, charges, liabilities, damages, losses, costs or expenses, including attorney’s fees and costs, arising from, out of or in connection with (i) the conduct or management of the business conducted by Subtenant in the Premises, including any damage or injury occurring in, on or about the Premises or any part thereof; (ii) any breach or default of the Sublease (to be entered into and agreed upon); (iii) violations of or non-compliance with any Laws, other governmental requirements or insurance requirements with which Subtenant is required to comply; (iv) Subtenant’s failure to implement, adopt or follow the Payment Card Industry Data Security Standard; or (v) any acts or omissions of Subtenant, its agents, employees and contractors, and of any Person in the Premises by license or invitation of Subtenant or of any Person deriving his, her or its right to occupy the Premises or any part thereof from, by or through Subtenant.
H. Construction/Subtenant Improvement Terms - All design and construction of retail and work area must be in compliance with latest edition of California Building Code and
must meet State University Administrative Manual requirements as related to design and construction. A California licensed architect must be hired to prepare drawings and specifications for construction. Working drawings must be approved by the Division of the State Architect (DSA) for access compliance, the State Fire Marshal (SFM), and a code compliant plan check. A University Building Permit issued by the office of Capital Planning is required prior to construction commencement. The project architect is responsible for submitting the drawings and specifications to these agencies for approval. All construction work must be inspected by a University Inspector of Record and Fire Marshal prior to occupancy. University will recharge for all services provided, including but not limited to DSA review and SFM Inspections. All contractors hired for construction work must demonstrate compliance with the then current CSU Executive Order regarding California State University insurance requirements. All contractors and its employees hired for construction work shall be paid prevailing wage.

I. Sustainability Initiatives – Subtenant shall be required to adhere to the University’s policy of zero waste and procuring 20% sustainable food purchases by 2020. Subtenant expressly agrees to share backup documentation and make information related to its food purchases and other procurement and operational practices available to landlord (and applicable organizations) to support the calculation of a sustainability score.

J. Payment Card Industry Data Security Standard (PCI DSS) Compliance - PCI DSS (current version) is the global data security standard that any business of any size must adhere to in order to accept payment cards, and to store, process, and/or transmit cardholder data. Subtenant must be compliant with standard that includes 12 requirements for any business that stores, processes, or transmits payment cardholder data.

K. Meal Card Program - The University maintains a contract with a food service provider for residential dining services. In the future, the contract may include terms whereby meal plan participants may elect to apply credit from their meal plan toward a meal purchased at an eatery on the University campus not operated by the residential dining services provider. Should such a plan be established, Subtenant agrees to work with landlord and the residential dining services provider to implement such a plan.
4. Proposals

4.1 Qualification Requirements
UCorp’s goal is to provide high-quality food and beverage services to the SF State campus community, while maintaining effective business relations with its partners, vendors, and clients. Specific to the current opportunity, qualified operators must have a minimum of 3 to 5 years of juice bar, foodservice, restaurant, and/or campus dining experience. San Francisco Bay Area foodservice owners and operators are strongly preferred.

4.2 Proposal Requirements
Proposals may be submitted in a form of your own choosing, provided that at a minimum, they contain the information requested herein upon which they will be evaluated. Adhering to the format outlined below is strongly preferred. Those wishing to submit a proposal for UCorp’s consideration shall include:

A. Company Background
   a. Provide narrative on vendor’s ability and experience in providing concession, foodservice, and/or juice bar services. Include pictures of relevant, comparable foodservice operations (if available).
   b. Provide a minimum of three (3) references within the last five years including name of contact, company/agency, email and telephone information, and what your relationship is to the reference(s) provided.
   c. Provide documentation of financial position (2-3 most recent years of P/L statements, balance sheet, audited financial statements).
   d. Provide information regarding any lawsuits, bankruptcy, liens, legal or financial actions either pending or in progress, or which have been brought against your company or any of its officers or principals in the past three years.
   e. Provide current credit report of the business and/or individual(s).

B. Company Operating Philosophy
   a. Describe company philosophy on customer service standards.
   b. Describe policies/efforts that have been used to provide business opportunities related to small and local businesses. This may also include but is NOT limited to: socially/economically disadvantaged, women-owned, and or LGBTQIA-owned businesses.

C. Juice Bar Design & Build-out
   a. Provide detailed description and schematic illustration of design/build-out of space.
   b. Provide narrative on how design and build-out will be in line with LEED Platinum standards. Additional LEED design guidelines will be made available in April 2017.
c. Provide a list, description, and images (if available) of proposed furniture, fixtures, and equipment.

D. Plan for Operating Juice Bar

a. Describe how your business concept will complement this new state-of-the-art recreation and wellness facility. For additional information on the facility, please visit: https://cpdc.sfsu.edu/campus-design/MWC
b. Provide narrative on how the juice bar at SF State will be operated. Include information on sanitation, commissary, quality control and assurance, strategies on containing cost, and cleanliness procedures.
c. Provide details on staffing/management structure, training and safety programs for employees, and performance metrics. Include names of key personnel.
d. Describe plan for hiring student employees.
e. Provide a detailed marketing plan to effectively reach the campus community; include proposed hours of operation.

E. Sustainability

a. Describe your company’s sustainability practices and explain how it is in line with the California State University’s (CSU) Policy of 20% sustainable food spend and zero waste by 2020.
  o Additional information on the CSU Sustainability Policy: [http://www.calstate.edu/cpdc/sustainability/policies-reports/documents/JointMeeting-CPBG-ED.pdf](http://www.calstate.edu/cpdc/sustainability/policies-reports/documents/JointMeeting-CPBG-ED.pdf)
  o Additional information on the Real Food Challenge (entity that provides resources and assistance towards achieving the 20% sustainable food spend goal by 2020): [http://realfoodchallenge.org/food-service-professionals](http://realfoodchallenge.org/food-service-professionals)
b. Provide plan for obtaining Green Restaurant Certification (if applicable).

F. Menu and Pricing

a. Provide detailed proposed menu. Include ingredients, nutritional value, quality/freshness, portion size, and price.
b. Identify food products that are produced internally v.s. purchased for resale; list manufacturers and brands of products you will offer for resale.
c. Describe philosophy as it relates to providing affordable price points to customers.
d. Provide a list of purveyors.

G. Additional Qualifying Factors

a. Include proposed dollar amount towards tenant improvements of the space.
b. Include proposed base rent (annualized).
c. Describe/list additional value or contributions your business may bring to the University.
4.3 Submission Details
If your organization is interested in this business opportunity at SF State, please submit a proposal by Friday, May 5, 2017 to:

The University Corporation, San Francisco State
San Francisco State University
Administration Building, Room 361
1600 Holloway Avenue
San Francisco, CA 94132

OR

Via Email as a PDF file: ucorp@sfsu.edu

4.4 Informational Meeting & Tour
• Date/Time: Wednesday, March 22, 2017, 2:30pm to 5:00pm
• Location: SF State Campus (meeting room TBD)
• Please RSVP by Monday, March 20, 2017 to ucorp@sfsu.edu
4.5 Projected Timeline

- Informational Meeting & Tour - March
- Deadline for Questions - Friday, March 31st
- Q&A Sheet Distribution - Friday, April 14th
- Proposals Due - Friday, May 5th
- Vendor Selection & Sublease Execution - May
- Design & Construction - June through August
- Grand Opening - August/September 2017
5. General Provisions for Proposals

5.1 Terms and Conditions
By submitting a proposal, the Proposer agrees to be governed by the terms and conditions as set forth in this document. Any proposal containing variations from terms and conditions set forth herein may, at the sole discretion of UCorp, render such proposal unresponsive.

5.2 Withdrawal of Proposals
A proposal may be withdrawn after its submission by written or facsimile request signed by Proposer or authorized representative, prior to the time and date specified for proposal submission. Proposals may be withdrawn and resubmitted in the same manner if done so before the proposal submission deadline. Withdrawal or modification offered in any other manner will not be considered.

5.3 Rejection of Proposals
UCorp reserves the right to reject any or all proposals, to accept other than the highest net return, and to waive any informality in a proposal.

5.4 Cancellation of RFP
This solicitation does not obligate UCorp to enter into an Agreement. UCorp reserves the right to cancel this RFP at any time, for any reason deemed in the best interests of the University. No obligation either expressed or implied, exists on the part of UCorp to make an award or to pay any cost incurred in the preparation or submission of a proposal.

5.5 Award
An award, if any, will be made or entered into with the Proposer having attained the highest score at the end of a competitive evaluation process.

5.6 Proposals Become the Property of the University
All proposals shall become property of the UCorp and information contained therein shall become public documents subject to disclosure laws after an award. UCorp reserves the right to make use of any information and/or ideas contained in the submitted proposal.

5.7 Confidential Material
Proposer must notify UCorp in advance of any proprietary or confidential material contained in their proposal and provides justification for not making such material public. UCorp shall have sole discretion to disclose or not disclose such material subject to any protective order, which Proposer may obtain.
6. Attachments

6.1 Mashouf Wellness Center (site plan)
6.2 Mashouf Wellness Center (aerial view)
6.3 Mashouf Wellness Center (1\textsuperscript{st} floor blueprint w/ juice bar location highlighted)