

Request for Proposal

The Café at Arts Collinwood



the
café
at arts collinwood

 **artscollinwood**

Dear Prospective Partner,

Arts Collinwood is currently seeking a restaurateur to lease the space in its building formerly known as the Café at Arts Collinwood. The successful candidate will have the financial means and experience to operate the café as an independent, profitable venture, while maintaining a synergistic relationship with Arts Collinwood. The following information has been provided to give you an understanding of the history, mission, and current programs of Arts Collinwood. Also attached, is the due diligence required from parties interested in applying. Please note, the financial documentation will be used only to assess your financial health, as we are not providing business loans for this project. If you are interested in a partnership or management role, and are not in a position to lease out the space, please provide us with your profile and letter of interest. We may be able to match your skills with an interested investor or pass the information along to the next operator of the Café.

Please submit all proposals via PDF format to cafe@artscollinwood.org. A café committee and restaurant consultant will review the proposals and schedule appointments to allow select candidates an opportunity to speak in person with the committee. For inquiries or to schedule a walk through of the space, please contact Amy Callahan at 216-692-9500 or by email at a.callahan@artscollinwood.org.

RFP Timeline

August 2012						
	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**Inquiries and Walk Throughs
By Appointment**
First & Second Week in August

September 2012						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Proposals Due by
Friday, September 7th

Presentations/Interviews
Last Two Weeks in September



Arts Collinwood's mission is to support the artists in our community, enrich the neighborhood culturally and economically, and create a stimulating arts environment by sponsoring exhibits, performances, special events, and educational programming for all ages.



the café at arts collinwood

Vision/Overview of the Café

Arts Collinwood seeks a collaborative partner to take the Arts Collinwood Café to the next level. The Café is owned by Arts Collinwood and for the past two years it was operated and staffed by Arts Collinwood personnel. There is no full time management dedicated to the success of the Café. The Board of Arts Collinwood recognizes that a full time owner/manager would allow the Café to flourish.

The Café is pivotal to the operations of the Arts Collinwood Gallery and the Art Center; it is the intention of the Board that the Café will remain the face of Arts Collinwood to the public. The Café has become a favored meeting place for residents and visitors, as well as affording additional exhibit/performance space for the work of local artists, musicians and writers. The gallery showcases the work of established and emerging artists from the neighborhood, the city, the region, and beyond. Our artists' studios provide local artists with moderately priced workspaces in a lively environment. Our Community Center hosts many programs each month, from mural workshops to jewelry making to yoga.



the café

at arts collinwood

Partner Profile

Arts Collinwood is looking for a tenant with an interest in the arts and who will help to make the Café not only a successful food and beverage operation, but a lively gathering place, performance space, and complementary exhibition space to the Gallery.

The Café is supported in part by the events in the Gallery and Art Center, and in turn, the Café supports Arts Collinwood's events by working closely to provide food and beverages as well as match hours of operation to the corresponding events.

We expect the Café owner/operator to have the financial equity to support the cafe for 3-6 months minimum and to be able to provide capital for any needed improvements.

Partner Guidelines

With any contractual arrangement, maintaining the spirit of partnership is critical. Many people believe the Café is the 'public face' of Arts Collinwood. The Café staff members were employees of Arts Collinwood. They were knowledgeable about the Arts Collinwood events, not only in the Café, but also in the Gallery and Art Center, and frequently provided information to Café clients on our organization and events. The gallery was open for viewing during Café hours. We expect the new operator to maintain this same level of customer service to those inquiring about Arts Collinwood and its programs.

The Café is a lockable space within the building and can be accessed through a separate entrance on the street. The back hallway and bathrooms are a shared space and their maintenance will be a shared responsibility. There is some basement storage space available for Café use. The utilities for the Café are on separate meters from the rest of the building and will be the responsibility of the tenant. In order to offset some of the start up expenses of re-opening the Café, Arts Collinwood is amenable to a ramp up schedule of rent.

An additional asset of the Café is the D5J liquor permit, which is currently held by Arts Collinwood and could be transferred to the incoming Café operator.

Sample menu from former Café

menu

the
café
at arts collinwood

15601 Waterloo Rd.
Cleveland, OH 44110
(440) 692-9500

appetizers

Order a few and share with friends

Marinated Artichokes \$5.00
Prepared with our own herbs and spices in a light vinaigrette base.

White Bean & Olive Tapenades \$8.50
Prepared in house. Perfect for two. Served with our warm sliced baguette.

Stuffed Vegetarian Grape Leaves \$6.00
Stuffed with rice and marinated citrus and Greek herbs. per serving. order with or without feta.

Antipasto \$14.00
Sliced imported casalingo (tangy Italian salami) fresh cheeses, roasted red pepper, olives and artichoke. order with a basket of our warm crunchy house baguette.

Warm Bread Basket \$3.50
Our house baguette served with a side of olive oil and garlic.

Imported Olives \$6.00
A variety of marinated olives. Order with a basket of bread or pair it with any of our other starters.

Chick Peas Vinaigrette \$4.00
Marinated in our own blend of herbs and spices.

salads

whenever possible we will add fresh veggies from our own garden!

House \$4.50
Romaine, tomato, cucumber, pepitas and cheese.

Café Grande \$6.50
Romaine, tomato, roasted red pepper, chick peas and cheese.

Collinwood Cobb \$9.00
Romaine, olives, cheese, tomato, cactus, red onion, pepitas topped with breaded chicken tenders served with sour cream and salsa.

Soups

(Featured on our Specials Board)

Cup \$2.95 Bowl \$4.95

sides

\$2.00

Slaw, brown rice, white rice, chick peas or edamame

Arts Collinwood is available for your meeting or party!
We would love to cater your next event!
Call:(216) 692-9500 for more information.

sandwiches

Topped with lettuce and tomato and served with chips and your choice of chick peas or slaw.

Pork Cubano \$7.50
A tangy chipotle pulled pork, pickle relish, provolone and garlic mayo.

The Vegan \$7.00
White bean tapenade, roasted red peppers, oven roasted tomatoes, artichoke hearts and a drizzle of balsamic.
Add provolone cheese .50

Breaded Chicken \$7.00
Chicken tenders, provolone cheese, banana pepper rings and balsamic.

Ginger Chicken \$7.00
Home made pulled chicken with Asian sauce and spices topped with provolone roasted red pepper and cucumber slices.

Baguettes

\$7.00

(served without lettuce and tomato unless specified)

Cheese Baguette
Three cheeses served hot and bubbly on our crunchy house bread and tomato slices.

Tomato Baguette
Herbed cream cheese, apples and plum tomatoes.

Bruschetta
Melted provolone cheese, garlic, oven roasted tomatoes and capers served open faced.

Rice bowls

\$7.00

Please specify brown or white rice

Mexican
Chipotle pork, cheddar cheese, red onion, cactus, pepitas, sour cream and mild salsa.

Asian
Ginger chicken salad, edamame, pea carrot blend, cucumber and ginger.

Moroccan
Artichokes, chick peas, pea carrot blend, onion white raisins and balsamic vinaigrette.

kid stuff

(but for grown ups too!)

Creamy Macaroni and Cheese \$6.00

Chicken Tenders with bbq sauce or ranch, and chips
two pieces \$4.00 four pieces \$6.00

Sweets and pastries available at the front counter or ask your server.



Programs in the Café

see also the web site <http://artscollinwood.org>

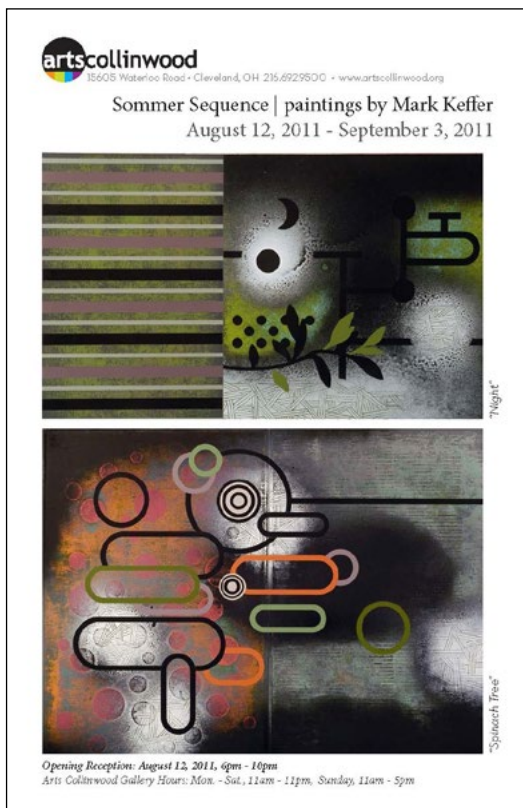
- Thursday Open Mic Night
- Friday Jazz Nights
- Live Variety Music on Saturdays
- Poetry Events
- Art Themed Party i.e. the *Mad Men New Year's Eve Bash* and *Absinthe a Go Go*, a Paris Café event

Programs in the Gallery

- Music for Miles
- Art openings 8-10 times per year
- Holiday Art Sale
- National Public Art Show

Programs in the Art Center

- Ohio Independent Film Festival
- Beachland Ballroom Music Concerts
- Parade the Circle Workshop
- ArtPath, a teen afterschool Program
- Sistah Sinema Film Festival





Arts Collinwood history

2002 Arts Collinwood founded to develop, support, and promote arts activities in the Collinwood neighborhood of Cleveland by providing arts education programs, exhibits, performance opportunities and facilities. We are committed to building a thriving arts community that nurtures individuals' creative sensibilities and talents, insures access to a broad range of art forms, and enhances the overall quality of life in our community. Thanks in part to our efforts, Collinwood has become one of the city's most important arts districts, attracting artists, musicians, and arts enthusiasts to live, work, learn, and play in the neighborhood.

2003 In partnership with schools and educational institutions, Arts Collinwood creates workshops and classes that connect school children with professional artists working in their community. 2003 sees the first series of arts classes. A program advisory committee comprised of seasoned arts professionals guides curriculum development, insuring program quality.

2004 Summer Arts Camp and weekly after-school programs, and the receipt of a donated building to create a multipurpose center. Phased renovations began under the auspices of Cleveland's Storefront Renovation program, allowing the organization to begin using portions of the building while construction progressed. The dedicated gallery space was the first phase to be completed, followed a year later by the artists' studios and café.

2005 Launched Waterloo Arts Festival, attracting an estimated 8,500 individuals from across the region this year. By 2011, the Waterloo Arts Fest summer festival draws thousands of visitors to the neighborhood that we have helped transform into a vibrant arts district, boasting 11 new arts-related businesses representing more than \$2 million in community investment.

2009 Community Center opened – 2,000 square foot space for classes, meetings, film screenings, and other large events.



“ Waterloo Arts Fest is an engine for Collinwood’s revitalization. *Plain Dealer* June 26, 2009 ”



History of the District

Collinwood Neighborhood

Collinwood is a neighborhood on the east side of Cleveland, Ohio. Originally a village in Euclid Township, it was annexed by the city in 1910. Collinwood grew around the rail yards of the Lake Shore and Michigan Southern Railway (now CSX) and is divided by these same tracks into a North and South section.

North Collinwood

Begun as a primarily residential section of Collinwood, North Collinwood is bounded roughly between E.133rd Street to the west and E.185th Street to the northeast (E.200th street due east), and between Lake Erie to the north and the Collinwood Railroad Yards and tracks (currently operated by CSX) to the south, Woodworth Avenue to the southwest, and roughly Roseland Avenue to the southeast. North Collinwood is the location of several parks, including Wildwood Park and Marina, East Shore Park, Beachland Park, and was the site of historic Euclid Beach. The Roman Catholic Villa Angela-St. Joseph High School is located at E.185th and Lakeshore Boulevard.

<http://en.wikipedia.org/wiki/Collinwood>

Beachland Ballroom

The Beachland Ballroom was built in 1950 as the Croatian Liberty Home, with the ballroom and tavern comprising the original structure. In 1976 the kitchen and back bar area were added. The Liberty Home was active on many social and political fronts and was a true Cleveland landmark before becoming **Cleveland's most eclectic music club** in the year 2000.

Community Profile

Population	
Total	34,220 (1% increase from 1990 Census)
White	34.6%
Black	62.5%
Hispanic	1%
Asian	>1%
Other	>1%
Zip codes	44110, 44119
Area code	216

Source: 2000 U.S. Census, City Planning Commission of Cleveland.[1][2]
Please note: Statistics reflect combined SPAs of North and South Collinwood.

“ Arts Collinwood works to enrich Cleveland’s North Collinwood neighborhood and the Waterloo Arts District through the arts. ”

Plain Dealer
November 30, 2010



Key Personnel

Arts Collinwood

Interim Director – Amy Callahan
Bookkeeper – Dorene Kray



Arts Collinwood Board Members

Frances Hunter

President, Arts Collinwood

Frances served as the Coordinator of Internships & Graduate Assistantships at Cleveland State University, Maxine Goodman Levin College of Urban Affairs since 1996 until her retirement in 2008. She is a graduate of University of California, Berkeley and Cleveland State University.

She has broad experience across many categories including neighborhood and organizational development. While there, she created nationally recognized programs in student recruitment and diversity, and also served as an Adjunct Professor with the Department of Urban Affairs.

She was a 14-year Board Trustee for the Cleveland Public Library and a trustee for Northeast Shores Development Corp. and the Cleveland Housing Network.

She presently serves on the Neighborhood Connections, Grant Making and Monitoring Committee and the Friends Committee of Collinwood Recreation Center.

Her areas of interest are board development, governance and programs for youth.

Dan Bode, as Manager of Global Research for the Packaging Coatings business of AkzoNobel Paints, has honed his management expertise with a focus on the creative process and bringing ideas to fruition in the form of products. As a musician, he handles harmonica and vocals in formats

ranging from garage, rockabilly, blues, R&B, funk, jazz, free improvisation, experimental, spoken word, sound tracks to silent films and performance art. Dan owns a home in North Collinwood and is active in his street association.

Jonathan R. Cooper is a Partner in the Cleveland office of Tucker Ellis. Jonathan has spent most of his career as a trial lawyer. He has tried a variety of cases involving allegations of breach of contract, trademark infringement, breach of warranty, securities fraud, theft of trade secrets and product liability to verdict or judgment. Jonathan's primary focus has been the defense of product manufacturers including the national and regional defense of manufacturers of material handling, automation, and electrical products. As a Collinwood neighborhood resident, Jonathan lives by Lake Erie with his wife and son who frequented the Café at Arts Collinwood regularly. He is a former competitive triathlete. He still tries to run and ride as much as work and family allow. He is also an Apple computer hobbyist and wine lover.

David A. Desimone, a neighboring Euclid resident, has been a fixture in the Waterloo Arts District scene since its inception. He owned and managed the Lowlife Art Gallery and did pop-up exhibits at the Zaller Art Gallery on Waterloo Road, which gives him a unique perspective on many of the activities taking place at Arts Collinwood. Professionally, Dave is the Director of Guest Relations and Communications at Holden Aboretum and has a history of work at prestigious nonprofit entities including the Cleveland Botanical Gardens. He brings a wide range of perspectives to Arts Collinwood.

(Continued next page)

Arts Collinwood Board Members *(Continued)*

Annisha Jeffries, a City of Cleveland resident, got to know the Collinwood neighborhood as the Branch Manager of the Collinwood Branch of the Cleveland Public Library, and she now serves as Manager of the Children’s Literature Department at the Main Branch. As a member of the Board of Directors, she brings the knowledge of the general population of Collinwood residents to the table from school age students to seniors.

Nan Kennedy has lived in North Collinwood for 25 years. She and her husband Miles helped found and sustain Arts Collinwood; Nan is still actively involved. She also sits on the Friends of the Rec Center Committee and publishes a weekly neighborhood e-letter.

Chris Sestak was born and raised in the Collinwood neighborhood of Cleveland and has been a longstanding customer at the Café and volunteer on the Board of Directors of Arts Collinwood. As an attorney at law, he represents Kent State University students in a variety of legal matters, primarily: criminal defense; landlord tenant and consumer issues (along with a variety of civil issues); representation includes all phases of litigation, primarily in the Portage County, Cuyahoga Falls and Cleveland Municipal Courts, and includes intensive interaction with clients and frequent legal educational programming conducted to student organizations on campus.

Ann S. Vaughn is an attorney at law who lives in neighboring Euclid, Ohio. She has a private law practice in Independence, Ohio. Anne came to the Café at Arts Collinwood as a frequent customer with her family and fell in love with the place which eventually led her to become involved as a volunteer. In addition to her law background, she has experience in grant writing and teaching. She brings those skills to the Board of Directors of Arts Collinwood.

“ The seeds of the renaissance were planted by a dozen artists who formed a collective called Arts Collinwood. Arts Collinwood, now a non-profit ... paved the way for a flood of musicians, painters and sculptors. ”

Wall Street Journal
April 17, 2009

Business Plan

Business Concept

- 1) **Summary:** Provide an overview of your restaurant concept.
- 2) **Products and Services:** Provide sample food/beverage menus and a description of your service philosophy. List the hours of operation you wish to maintain.
- 3) **Customers:** Provide a demographic profile of your target customer.
- 4) **Competition:** List your competition and their strengths and weaknesses.
- 5) **Differentiation:** Describe your strategy for creating a measurable advantage over your competition.
- 6) **Marketing:** How will you market your business to your target customer?

Business Resources

- 1) **Ownership:** Provide the legal structure of the business and the profiles of all partners including; background, qualifications, experience, and goals.
- 2) **Staffing:** Outline staffing structure and describe key positions.
- 3) **Facility:** Does the current restaurant space at Arts Collinwood meet your operational needs? Describe the capital improvements necessary for you to succeed. Do you have a plan for funding these improvements? Are there additional long-term goals you have for the space?
- 4) **Financial Plan:** Provide income, expenses and profit and loss projections for a one to two year period. You may use the attached spreadsheet and adjust to your needs. Include narrative, as necessary, explaining assumptions about sales and expenses.
- 5) **Funding:** Fill in the attached Funding Worksheet and provide an explanation of any shortfalls and the status of your funding.
- 6) **Balance Sheet:** Fill in the attached balance sheet.

Partnership

- 1) What do you see as the limitations and assets of this neighborhood?
- 2) How do you see yourself fitting into the Arts Collinwood mission?
- 3) Will you be planning any arts programming as part of your business model?
- 4) What expectations do you have of Arts Collinwood's Board of Trustees and staff in this partnership?
- 5) Please include any other relevant information that will provide a clear picture of your vision. References and an implementation plan will be requested at a later date.

For inquiries or to schedule a walk through of the space, please contact:
Amy Callahan
216-692-9500
a.callahan@artscollinwood.org

Funding

Background: The information and decisions reflected on the Ownership, Staffing and Financial Model worksheets provide the source data to complete the Funding worksheet. This worksheet is divided into two tables. The top table is for entrepreneurs not yet in business and identifies all of the major startup expenses required before the business opens. The bottom table identifies the funds required to open, operate and sustain the business. It also asks that you identify the source of the funds for the various funding categories.

A. Instructions for estimating startup expenses: If you are not yet in business, enter the amount required for each applicable item. Change item names and add or delete items as appropriate. If the item has already been paid for, enter the amount in the **Paid For** column. Otherwise, enter the amount in the **Not Paid For** column. *If you alter the rows or columns you may need to modify the formulas for totals.*

Startup Expense Item	Paid For	Not Paid For	Comments
Advertising			
Fees and Permits			
Inventory			
Legal/Professional			
Office Equipment			
Other Equipment			
Renovations			
Vehicles			
Website			
Total Startup Expenses			

B. Instructions for estimating funding requirements and sources: Enter the amount of funds required for each item and the source of funds, if known. If not known, enter unknown in Explanation. The source of funds includes cash on hand, credit cards, loans, investors or grants.

Items Requiring Funding	Amount	Source	Explanation
Startup Expenses			
Operating Capital			
Contingencies			
Total Funds Required			

Assessment of Funding **GOOD** **FAIR** **POOR**

Balance Sheet

Instructions for Balance Sheet: The Balance Sheet is a reflection of the current financial strength of an individual or organization. Very simply it indicates Assets (what you own), Liabilities (what you owe) and Net Worth (difference between the two). If you own (in real current value) more than you owe, you have a positive net worth. A good balance sheet and a good payment history is the basis for a good credit score. If you could make some assets available as collateral for a loan, check the box. Some assets may not be accepted as collateral.

Balance Sheet			
<input type="checkbox"/> Personal		<input type="checkbox"/> Business	
Assets	Value	OK for Collateral	Explanation
1. Cash, checking, savings		<input type="checkbox"/>	
2. Stocks		<input type="checkbox"/>	
3. Bonds		<input type="checkbox"/>	
4. 401 K Plans		<input type="checkbox"/>	
5. Real Estate (market value)		<input type="checkbox"/>	
6. Vehicles		<input type="checkbox"/>	
7. Inventory		<input type="checkbox"/>	
8. Equipment		<input type="checkbox"/>	
Total Assets			
Liabilities			
1. Current Bills			
2. Credit card balance			
3. Real Estate Mortgage			
4. Vehicle loans			
5. Other Loans			
Total Liabilities			
Net Worth			
(assets minus liabilities)			
Assessment of Balance Sheet	<input type="checkbox"/> GOOD	<input type="checkbox"/> FAIR	<input type="checkbox"/> POOR