Request for Concept
the café at waterloo arts
October 10, 2019  
 revised 10/21/19

Dear Prospective Partner,

Waterloo Arts is currently seeking a restaurateur to lease the Café space in its building. 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 Waterloo Arts. The following information has been provided to give you an understanding of the history, mission, and current programs of Waterloo Arts.

Please submit all concepts via PDF format to cafe@waterlooarts.org. A Café committee and consultant will review the proposals and schedule appointments to allow select candidates an opportunity to speak in person with the committee. A general walk-through of the space will be held Sunday, October 20th at 1:00 pm. **Final concepts are due by noon on November 1st.**

For inquiries please contact Amy Callahan at (216) 692-9500 or by email at a.callahan@waterlooarts.org.

Thank you!
about waterloo arts

Waterloo Arts is a non-profit organization whose mission is to enrich the community by creating a stimulating arts environment through quality exhibits, performances, special events, and educational programming for people of all ages.

vision for the café

Waterloo Arts seeks a collaborative partner to lease the Café space. The space is owned by Waterloo Arts and the Board of Waterloo Arts recognizes that an experienced and creative operator would allow the Café to flourish.

The Café is pivotal to the operations of the Waterloo Arts Gallery and the Creative Space and the neighborhood. As such, we are interested in a food establishment that is complimentary to our mission. 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. The Creative Space is a flexible environment used for education, theater performances, and meetings.

Our ideal candidate would be open for lunch, cater to a broad swath of the neighborhood—including families with children, and should close by 11 on weeknights considering its neighborhood location.
partner profile

Waterloo Arts 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 Creative Space, and in turn, the Café supports Waterloo Arts’ events by working closely to provide food and beverages as well as match hours of operation to the corresponding events.

With any contractual arrangement, maintaining the spirit of alignment is critical. We expect the new operator to maintain a level of customer service to those inquiring about Waterloo Arts and its programs.
space details

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, Waterloo Arts 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 Waterloo Arts and could be transferred to the incoming Café operator.

revision 10/21

Please note that the Café space does not currently have a kitchen exhaust hood, tenant would need to provide if required. Roof space and vent path available.

Square footage: ~1,500 sq. ft.

Amenities:

• Existing restaurant equipment and bar
• Basement storage
• Shared restrooms
• On-street parking
• Patio space available
• Liquor license available

Rental Agreement: $1,400/month (negotiable) plus utilities (gas/electric/water/sewer) and common area costs (taxes/insurance)
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business plan

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:** Describe your target customers.

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.

7. **Facility:** Does the current restaurant space meet your operational needs? Describe the capital improvements you would make for the Cafe to succeed.

8. **Financial Plan:** Provide proposed 1-page overview of income, expenses and profit and loss projections for a one to two year period.

9. **Experience:** Describe your restaurant, hospitality and/or small business operating experience.
partnership

1. What do you see as the limitations and assets of this neighborhood?
2. How do you see yourself fitting into the Waterloo Arts mission?
3. Will you be planning any arts programming as part of your business model?
4. What expectations do you have of Waterloo Arts’ 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.

timeline*

Thursday, October 10: Request For Concept (RFC) made public
Sunday, October 20 at 1:00pm: Walk-through tour
Friday, November 1 at noon: RFC due, WA Board and consultant review concepts
Friday, November 8: Notification of selected (maximum 5) concepts
Formal Request for Proposal provided to selected candidates.
Week of November 18: Interviews scheduled
Friday, November 22: RFP due, WA Board and consultant review proposals
Friday, December 6: Notification to selected partner

* Timeline subject to change
waterloo arts history

The Waterloo Arts building is located in the Waterloo Arts District and features the Waterloo Art Gallery, a café space, artist studios and a Creative Space for classes, rehearsals and performances.

In 2002, the historic neighborhood of Collinwood was in a sad state of decline, with more vacancies than businesses along Waterloo Road. In the midst of this somber picture, the visionary artists and residents who founded Waterloo Arts, were not deterred.

They looked past the dilapidated buildings and saw the promise of a great urban neighborhood. From the then-fledgling music venue, the Beachland Ballroom, to the Slovenian sausage shops to the miles of great beaches to the many artists living in Collinwood, they knew there were assets to build on.

These visionaries dreamt of a thriving arts community – where young creatives could get their start and the older generation would still feel at home; where innovative thought and individual expression would be nurtured; where artists would live, work, and contribute to a better quality of life for all Collinwood residents.

In the winter of 2002 an art show was held in a renovated storefront on Waterloo Road. Hundreds attended, the storefront was rented, and Waterloo Arts was born. With seed money from The Cleveland Foundation’s Neighborhood Connections, educational arts programs followed. In 2004, a building was donated in the heart of what is now the Waterloo Arts and Entertainment District. It was renovated into an art center where Waterloo Arts now manages a highly-regarded gallery showing regional, national and international artists; a large annex for educational programs and performance; eight artists’ studios; and the annual Waterloo Arts Fest, which in celebrates the many cultural assets of our region.

Inspiration and imagination are all insignificant without concerted effort and collective action. Waterloo Arts has had the privilege of partnering with numerous arts organizations, community groups and local government. We are especially grateful to the many Collinwood residents who have supported our events, programs and ambitions.

The founders of Waterloo Arts believed that the arts could be the catalyst for community building and economic development. With 15 arts-related businesses and over 6 million of direct investment—the story of the Waterloo Arts and Entertainment District is a testament to the transformative power of cultural investments in our communities.
program examples
See also waterlooarts.org

in the café
• Thursday Open Mic Night
• Friday Jazz Nights
• Live Variety Music on Saturdays
• Poetry Events

programs in the gallery
• Music for Miles
• Art openings throughout year
• Walk all over Waterloo events, the first Friday of every month.
• DayGlo show
• Annual Juried Exhibition

programs in the creative space
• Art Camps
• Afterschool Programs
• Theater performances
history of the district

Collinwood Neighborhood

Collinwood is a neighborhood on the east side of Cleveland, Ohio. 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.

Waterloo Arts is situated in the northern residential portion of Collinwood and is bounded roughly between E.133rd Street to the west and E.185th Street to the northeast, and between Lake Erie to the north and the Collinwood Railroad Yards and tracks to the south. This area is the location of several parks, including Cleveland Metroparks historic Euclid Beach Park and Marina, East Shore Park, Beachland Park and a number of private lakefront parks.

Beachland Ballroom

The Beachland Ballroom, a neighborhood anchor, 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 2000.

Other Waterloo Businesses + Organizations

- McPhillip’s Plumbing, Heating & Air Conditioning
- BRICK Ceramic + Design Studio
- Six Shooter Coffee
- Maria Neil Art Project @ Six Shooter Coffee
- Matt Shiffler Photography
- Boardwalk
- Voss – Edwards Studio
- Star Pop
- No Problem Printing & Design Studio
- Blue Arrow Records
- CBG Financial
- Mac’s Lock Shop
- Beachland Ballroom and Tavern
- Framed Gallery
- Space: ROCK
- St. John’s Lodge
- Pop Life (opening fall 2019)
- Cakes By Sweetwater
- R & D Sausage
- J. Harvey Realty
- Citizen Pie
- Azure Stained Glass Studio LLC
- Waterfall Arts
- Playwrights Local
- Sunoco Freeway Gas Station
- Starlite Beauty Salon
- Millard Fillmore Presidential Library
- Zygrate Press INK HOUSE
- Advance Glass Sales Service
- ArtiCLE - Art in Cleveland Gallery
- B & B Upholstery
- Nagy Monuments
- NuLife Fitness Camp
- Phone Gallery
- Waterloo Hall
- Styles With Confidence Hair & Nail Studio
- Waterloo 7 Studio
- Classics Sports Bar and Grill
- CJ Industrial Supply
- Praxis Fiber Workshop
- Russ’ Auto Care
- Tony’s Furniture Refinishing
- National Used Cars Inc
- Raddell’s Sausage Shop
please note

Following submission of the concepts and their final evaluation, Waterloo Arts reserves the right to retain unsuccessful proposals. It is the responsibility of the vendor to identify any information of a confidential or proprietary nature contained in its proposal so that it may be handled accordingly. However, Waterloo Arts cannot guarantee confidentiality.

This RFC does not commit Waterloo Arts to award a contract or to pay any costs incurred in the preparations or submission of concepts. Waterloo Arts reserves the right to reject any or all concepts received in response to this RFC and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of Waterloo Arts.
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“One of the best festivals in Ohio” –TRAVEL MAG
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