



ADDENDUM #2

RFP #: 2015003-ED-P

Operation of Food Service within Hardesty Higgins House

DATE: October 13, 2014

TO: All Potential Bidders

City of Harrisonburg's Operation of Food Service within Hardesty Higgins House RFP, is modified as follows:

1. Question: May we have a copy of the most recent contract, as well as the most recent menus and pricing?

Answer: The owner of New Leaf Pastry Kitchen was a pastry chef, so he specialized in made-from-scratch cakes, breads, and pastry items. He offered soups, salads, and sandwiches for lunch offerings. A contract will be prepared based on the language in the RFP.

2. Question: It appears that New Leaf Pastry Kitchen was the last to operate the kitchen and they ceased operations about the end of 2013. Has the facility operated in the last year?

Answer: New Leaf Pastry Kitchen was indeed the most recent vendor operating in the subject food service space. Food service operations in this space ceased in July 2014. The City's lease with New Leaf Pastry Kitchen was mutually terminated on August 1, 2014.

3. Question: What were the operating hours for the last vendor and why are they no longer there? Were they profitable and able to pay the \$600 monthly fee?

Answer: The operating hours for New Leaf Pastry Kitchen were 8:30 AM to 5:00 PM Monday through Saturday. The owner/operator of New Leaf Pastry Kitchen passed away July 2, 2014. The last day of business for New Leaf was July 4, 2014. New Leaf Pastry Kitchen was a model tenant, making every rental payment on time.

4. Question: Can you please provide sales data by month and a breakdown of the average sales for each day of the week for the most recent vendor?

Answer: Sales data is not available.

5. Question: Are there any catering opportunities, and if so, what were the catering sales the last year?

Answer: Catering opportunities are indeed an option for the successful vendor in this space. Catering sales data, however, is not available.

6. Question: Can you provide average visitor/traffic counts by month and day of the week for the Hardesty Higgins House and the various museums within the facility?

Answer: The average monthly visitation at Hardesty-Higgins House including the museums is 3,750. Typically Monday, Friday and Saturday average close to 200 visitors with all other days varying. As for the busies months, June, July, and August occupy the second busiest slot, with family vacations being the primary factor. Late April through May register an uptick in visitor traffic with visitation to Shenandoah National Park plus local college graduation ceremonies.

7. Question: Is the visitor traffic spread out throughout the day? For instance, does it support the food service operation hours of 9 am to 5 pm?

Answer: Visitor traffic peaks 10am -2pm. Local traffic seems to run steady 9am, noon and after 4pm. Harrisonburg Tourism hosts a weekly tour bus and various other activities that increase traffic throughout the week.

8. Question: How many employees at the museums and within the facility? Does this food service operation draw business from other outside nearby businesses or the public?

Answer: The Hardesty-Higgins House has a total of 16 employees plus volunteers and interns. There are typically 8-10 people working Monday-Friday with four (4) on Saturday and three (3) on Sunday. The food service business was popular to visitors, downtown employees, and local residents.

Yes, this food service location attracts downtown employees, shoppers, and visitors. Nearby businesses/attractions/employers within easy walking distance include Massanutten Regional Library, Harrisonburg Municipal Building, Rosetta Stone, and Explore More Discovery Museum. Explore More, for example, had over 58,000 visitors during past 12 months.

9. Question: The RFP is requesting food service only Monday through Saturdays, while the facility is open 7 days per week. If the business supports it, does the vendor have the right to open on Sunday as well?

Answer: Vendors can request additional operating hours as part of the proposal to be submitted to the City.

10. Question: Are there any food or beverage items sold inside the gift shop? Are there any vending machines on the premises?

Answer: There are limited Virginia-made food items sold in the Gift Shoppe. Examples include peanuts, honey, jams and jellies. There are no drinks sold in the Gift Shoppe. There are no vending machines on the premises of the Hardesty-Higgins House.

All other requirements, terms and conditions of the RFP remain unchanged.

Addendum page must be signed and returned with your bid to acknowledge receipt of this addendum.

Authorized Signature

By: Pat Hilliard, CPPB
Procurement Manager