

Milwaukee Film

Request for Proposal: Concessions Stand

1. Project Overview -

MKE Film is in need of consultant services to assist with the programming, budgeting and redesign of the existing concessions area at the Historic Oriental Theater in Milwaukee Wisconsin. This work is anticipated to be included in the second of four phases of the theater's renovation/restoration project. Phase two design will commence in February 2019. Construction will begin in May/June 2019 and will be completed no later than September 15, 2019. The theater will be operational during renovations.

2. Organizational Background

Milwaukee Film is a nonprofit organization established in July of 2008. The organization's vision is to create a film festival in Milwaukee that is locally beloved, internationally acclaimed, and a true forum for our diverse community; to offer year-round education programs for all ages, teaching the role and power of film in the modern media landscape; and to provide strategic support to filmmakers and projects. Programs targeted at residents of all ages in the Greater Milwaukee Area include the Milwaukee Film Festival, Education Screenings for local school groups, Reel Talks, and year-round filmmaker services through the Milwaukee Filmmaker Alliance (funding, forums, and networking events).

Milwaukee Film's 24 full-time staff members work year-round to plan, program, and market the annual film festival and rely on over 100 seasonal staff, 3 interns, and 300 volunteers to execute the festival. Recent major accomplishments include a total attendance of 78,510 at the 2018 Milwaukee Film Festival.

In 2017, Milwaukee Film signed a 31-year lease to operate the historic, three-screen, 1600-seat Oriental Theatre in Milwaukee. Since August of 2018, the Oriental has showcased first-run, repertory and educational programs, in addition to the Milwaukee Film Festival.

3. Scope and budget

MKE Film is looking for a firm to provide design services for the demolition and construction of a new concessions area. Services may be design or full turn key solution. Scope is inclusive of the following::

- Assistance in finalizing the menu. MKE Film has a list of menu items and needs assistance in final determination of the menu
- Layout of concessions to increase efficiency both behind the counter once an order is placed as well as efficiencies in how customers are cued up to place an order. It should be noted, for some performances, the concessions counter/area is where movie tickets are purchased
- Systems/software review and recommendation; examination and recommendation of the current POS system. The Oriental theater has a POS system that interfaces with (or integrates?) the various MKE Film memberships. it is sometimes cumbersome and can increase transaction time. Team members have found work arounds to make the system operate more efficiently, but is this the best method for MKE Film to use?
- Examine and provide recommendation on primary (concessions area) and secondary (dry storage) equipment and storage for product including ice, beer, wine and similar
- Digital menu board selection and placement
- The construction of a second concessions area in the balcony is part of a future phase of work, but it should be factored in with the planning and design of the first floor concessions area. Preliminary layout and cost estimating for the concessions area in the balcony should be included in this scope of work
- Layout, design, equipment and material selection, utilities included but not limited to water, electric, HVAC, low voltage, and similar, case work, lighting, all accessories necessary for a fully operational concessions area
- provide estimated cost of new concessions area including design, demolition of existing concessions area and construction of new concessions area

- This building is a landmark and has historic characteristics that MKE Film will want reflected in the materials and finishes in the concessions area. Close coordination with the architect and MKE Film will be necessary to obtain the desired end product
- Understanding and compliance with local codes and requirements including Health Department regulations is required
- Recommendation of construction timeline and sequencing of work to minimize disruption of the sales and operation of the theater
- Be available to answer questions during construction
- participate in final walk through to inspect the concessions area and create a punchlist of items that require corrective action
- participate in commissioning of equipment and owner training

4. Schedule

Milwaukee Film is looking to make a final decision regarding the selection of the concession stand vendor by **January 31st, 2019**. This will give Milwaukee Film time to incorporate the concession stand design into other existing construction timelines.

5. Current Cinema Statistics

Per Capita Concessions Spend: \$3.81

Number of Screens: 3

Number of Seats: 1,524

- Main House Ground: 548
- Main House Balcony: 526
- Side House East: 223
- Side House West: 227

Expected Annual Attendance: 125,000

6. Concessions Menu

Future offerings we will be pursuing: Purple Door Ice Cream (single-serve containers), Imperial Flavors Beverage Company (alternative soda offerings on fountain), Troubadour Bakery (granola bars, seed bars, and other baked food options)

Current Menu:

Product Type	Varieties	Sizes & Details
Popcorn	Regular	Large, Small (Bags)
Soda	Coke, Diet Coke, Sprite, Mr. Pibb, Coke Zero, Caff. Free Diet Coke	24oz, 32oz Cups
Candy	Buncha Crunch, Good 'n' Plenty, Haribo Gold Bears, Junior Mints, M&M Peanut, M&M Plain, Mike 'n' Ike, Milk Duds, Planters Salted Cashews, Raisinets, Reese's Pieces, Sour Patch Kids, Twizzlers, Welch's Fruit Snacks, Whoppers	3.1oz Boxes/Bags
Draft Beer	Good City Brewing: Film Fest Lager, Motto (Mosaic Pale Ale), Risk (IPA), Pils (Pilsner)	16oz Cups

Can Beer	Bell's Two Hearted Ale (16oz), Spotted Cow (12oz)	16oz, 12oz Cans
Wine	Pinot Noir, Chardonnay (2 types), Malbec, Cabernet Sauvignon, Sauvignon Blanc	By Glass & By Bottle
Cocktails	Cutwater Spirits: Cucumber Vodka, Gin & Tonic, Rum & Cola, Tequila Margarita, Vodka Mule, Whiskey Lemon Tea	12oz Cans
Coffee	Colectivo Coffee	16oz Cups
Hot Tea	Letterbox Tea: Green, Mint, Earl Gray, Black	16oz Cups
Iced Tea	Honest Tea, Honest Tea Peach	16.9oz Bottles
Water	Dasani	16.9oz Bottles

7. Current Partnerships

Vendor	Service
Agile Ticketing	Ticketing / POS systems
Badger Liquor	Wine and Liquor Distributor
Beechwood	Beer Distributor
Colectivo	Coffee and tea
CryoCarb	CO2 delivery
Great Lakes Coca-Cola	Soft drinks, bottled water, bottled tea
HaloVino	Wine glasses
Popcorn Supply Company	Popcorn bags, scoops
Vistar	Candy, corn seed, oil and other concessions items
Cutwater Spirits	Canned Cocktail Distributor

8. Current Equipment

Equipment Item	Quantity	Model/Serial Numbers	Owned By
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Cornelius soda tower	2	74p1819kd024 & 74p1812kd326	Coke
Cretors popcorn popper	1	M560C1D-F10X-CL	Milwaukee Film
Gold Medal popcorn warmer	1	2344-1744	Milwaukee Film
Perlick keg cooler	1	unknown	Milwaukee Film
Frigidaire beer cooler	2	FFBC46L2QS-1	Milwaukee Film
Tabletop Coke cooler	2	b02180601962 & unknown	Milwaukee Film
Gold Medal butter warmer	2	bdns-2729 & bdns-2657	Milwaukee Film
Sanitation Sink	1	unknown	Milwaukee Film
Fetco coffee maker	1	unknown	Colectivo Coffee
Manitowoc ice maker	1	unknown	Milwaukee Film
Royal Sovereign microwave	1	RCMW1000-25SS	Milwaukee Film

9. Responses

Responses to this RFP should be delivered to Kristen Heller (Kristen@mkefilm.org) via email before January 11th, 2019. We appreciate your time and effort.