




**EAST BAY REGIONAL PARK DISTRICT
BOARD OPERATIONS COMMITTEE
AGENDA STAFF REPORT**

DATE	March 19, 2025
TITLE	Recommendation to Award and Authorize Execution of Caterer Licenses with Aurora Catering, California Rose Catering, Inc., Midsummer Kitchen, Pacific Fine Foods, Inc., and Hot Corner, LLC dba Twelve Top Catering, LLC, for Reservable Facilities Districtwide
DIVISION	Operations
FROM	Tiffany Margulici, Business Services Manager Lisa Goorjian, Assistant General Manager of Operations
APPROVED	Sabrina Landreth, General Manager 

RECOMMENDATION

Staff recommends that the Board Operations Committee recommend to the full Board the award and authorization to execute caterer license agreements with Aurora Catering, California Rose Catering, Inc., Midsummer Kitchen, Pacific Fine Foods, Inc., and Hot Corner, LLC dba Twelve Top Catering, LLC, for a term of approximately two years, ending December 31, 2026, to provide catering services on a non-exclusive basis to parties that rent the East Bay Regional Park District's indoor reservable facilities.

BACKGROUND

The Park District's Reservable Facilities Unit is within the Business Services Department of the Operations Division and oversees the maintenance and day-to-day operations of the four indoor reservable facilities. Based out of the Brazilian Room at Tilden Regional Park, Reservable Facilities also includes Fern Cottage at Kennedy Grove Regional Recreation Area, the Shoreline Center at Martin Luther King Jr. Shoreline, and the Beach House at Temescal Regional Recreation Area.

Reservable Facilities have had an approved caterers list for over 25 years. The Park District partners with well-qualified caterers to provide catering services on a non-exclusive basis to parties that rent the Reservable Facilities. Caterers function as the onsite concessionaire during an event and are expected to provide a high level of customer service to a culturally diverse public with various budgets. In addition to providing food, the role of an approved caterer includes comprehensive event production such as set-up, tear-down, event planning services, all staffing during the catered event, as well as opening and closing the facility. This process complements the role of the Reservable Facilities staff, which is primarily to provide janitorial and maintenance in-between events. In addition, all approved caterers adhere to a high standard of sustainability practices/requirements including three stream waste management, compostable materials, and responsible purchasing and menu management.

Reservable Facilities solicits proposals for caterer licenses approximately every five years with the goal of having 15-20 approved caterers to provide a range of prices and availability to customers. Staff published a Request for Proposals (RFP) in June 2021 and received 15 proposals, all of which were authorized for a five-year term (Resolution No. 2021-10-288). Based on customer feedback, staff issued an RFP in November 2024 to add up to an additional five approved caterers to the list with a short-term license that aligns with the term end date for the other caterers currently on the list. Priority areas for this RFP were caterers with a lower price point and openness to catering business meetings and expanding the overall range of choices for customers. The RFP was advertised on the Park District's website and Park District's social media channels.

ANALYSIS

Fifteen caterers attended the mandatory site visit on January 29, 2025. Eleven proposals were received by the RFP deadline as shown below:

1. 96H Brand Catering
2. Aurora Catering
3. Breakthrough Sushi
4. California Rose Catering, Inc.
5. Dee Wagner Events
6. El Patio
7. Everytable
8. Latin Asian Fusion
9. Midsummer Kitchen
10. Pacific Fine Foods, Inc.
11. Twelve Top Catering LLC

The optimal number of caterers for the approved list is 15-20 based on the number of Reservable Facilities and hours available for rental. Since there were already 15 on the list from the prior RFP, the goal was to add up to five additional caterers to round out the current choices for customers. Written proposals were reviewed for responsiveness to the RFP criteria and eight caterers were invited to interviews. The final recommendations of Aurora Catering, California Rose Catering, Inc., Midsummer Kitchen, Pacific Fine Foods, Inc., and Hot Corner, LLC dba Twelve Top Catering, LLC is based on the interviews, which further evaluated the applicants based on their staffing models, availability, and capacity to deliver the required onsite services, affordability, and variety in menu as compared to the offerings already on the approved list.

FISCAL IMPACT

Catering revenue averages \$48,000 annually with an average \$135,000 annual payments into the Caterers Maintenance Fund for facility repairs and improvements and Caterers Promotional Fund for promotional marketing. There is no cost to the Park District for this action.

ATTACHMENTS

None.