



## MEMORANDUM

**To:** Mayor and City Council

**From:** Alex Hargis, Arts Center Managing Director

**Via:** Jessica Carpenter, Director of Parks and Recreation

**Date:** May 11, 2021

**Reference:** Consider approval of an agreement with Mackbeth Corporation for contracted food and beverage services for the Arts Center, not to exceed \$10,000 for fiscal year 20-21 as budgeted; and authorizing the City Manager to sign any necessary documents.

**2040:** Create Business and Innovation Nodes  
Foster an Inclusive Community Fabric  
Enhance the Unique 'Community Oasis' Experience

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### Introduction:

The Coppell Arts Center will require contracted service providers for daily operations. These service vendors include a food and beverage operator. In the beginning of 2020, the Center's staff along with the assistance of Procurement and key team members from Parks and Recreation, conducted a Request for Proposal to select a food and beverage vendor to operate the facility's catering and concession programs. The RFP's were conducted in accordance with municipal procurement law and Culinary Arts Catering out of Addison was selected using best-fit criteria which included experience, customer service approach, referrals, pricing structure, and alignment with the City's core values. The City entered into an agreement with Culinary Arts Catering in May of 2020 after receiving Council approval.

The longstanding economic effects of the pandemic led to the termination of the agreement between the City and Culinary Arts Catering in November of 2020. The vendor had to make difficult business decision to preserve their survival. These decisions included laying off staff and allocating their remaining human resources to revenue generating clients, which the Coppell Arts Center was not due to its inability to present live in-person events during the pandemic. The Arts Center staff immediately resumed their search for a replacement food and beverage partner.

Procurement and the Arts Center staff have selected the Mackbeth Corporation. This vendor is under the same ownership as J. Macklin's Bar & Grill which is located in Coppell and was one of the original RFP prospects. This vendor is an ideal fit given the new business landscape brought about by the pandemic. They already have a vested interest in Coppell, know our customer base, have a proven track record of quality and success in the food and beverage category, and are willing to be flexible during this post-pandemic economy.

**Analysis:**

- Mackbeth Corporation is the proposed vendor selected by City staff and reviewed and approved by Procurement.
- They will be responsible for all food and beverage operations including catering and concessions.
- Three (3) year exclusive agreement
- Vendor has a vested interest in the community and can provide better communication and responsiveness
- Competitive commission structure
- Vendor owns their own kitchen, catering equipment and supplies, and special event venues
- Vendor can provide catering for events requiring kosher or Southeast Asian cuisine
- Current and previous clients include the UNT Apogee Stadium, J Macklin's Restaurant, and Coppell/Dallas residents.
- Vendor will procure point of sale system and manage all food and beverage transactions and customer data.
- Vendor will apply and secure a liquor license for the facility.
- Vendor will allow exemptions from their exclusive rights for the City of Coppell, resident companies, the Coppell Arts Center Foundation, and the Coppell Chamber of Commerce.
- Projected fiscal impact not to exceed \$10,000 for the remainder of 20-21, and not to exceed \$85,000 annually thereafter, as budgeted.
- **RATES**
  - City agrees to pay for cost recovery guarantees on concession operations up to a maximum of \$10 per person in attendance at performances
  - Concession Commissions
    - 20% of net profits
  - Catering Commissions
    - 10% of gross sales of food, beverage, and rentals

**Legal Review:**

Legal and Procurement have reviewed the contract agreement.

**Fiscal Impact:**

The annual fiscal impact of this item is not to exceed \$85,000, as budgeted.

**Recommendation:**

The Parks and Recreation Department recommends approval of this item.