



June 23, 2009

Board of Supervisors  
Marin County Civic Center  
San Rafael, California 94903

Dear Board Members:

**SUBJECT:** Concessionaire Contract Award for the Marin Center  
and Marin County Fair.

**RECOMMENDATION:** It is recommended that your Board:

1. Approve the five (5) year agreement with The Epicurean Group

**SUMMARY:** Staff issued an RFP for food and beverage concession services for Marin Center and the Marin County Fair to over 100 Bay Area caterers, concessionaires, restaranteurs, and café operators. Seven food and beverage companies attended the informational meeting and tour in May, 2009. We received four proposals from the following companies: Creative Catering, Five Star Catering, Best Beverage Catering and the Epicurean Group.

A screening committee, consisting of department staff – Marion Boyd, Jim Farley, and chair of the Cultural Services Commission, Marge Bartolini - reviewed the proposals and interviewed and evaluated each of the four applicants. Jim Farley and Marion Boyd conducted a second in-depth interview with the top applicant, Epicurean Group, and checked references of this applicant's local food and beverage concession operations.

The Epicurean Group offers attractive financial terms to the County of Marin, and we believe presents the best track record of food and beverage concessions expertise at schools, museums, universities and event centers (including Marin Catholic, San Domenico and Marin Academy in Marin County) and excellent experience in providing food and beverage concessions for major public events in the Bay Area.

MARIN CENTER • MARIN COUNTY FAIR • CIVIC CENTER GIFT SHOP AND TOURS

**Jim Farley** Director

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The Epicurean Group clearly to bring new levels of services as follows:

- Pre-order service for performing arts events in the Marin Veterans' Memorial Auditorium
- Standard, healthy and organic menu items for Marin Center and the annual Marin County Fair
- All service of foods and beverages in compostable service ware with on-site recycling and composting
- Use of local resources ranging from Marin Organic to Strauss Creamery to Bordenave's
- Investment of \$15,000 in new equipment, including an espresso cart
- Management and staff focus on customer service
- Strong commitment and practice of incorporating sustainability in their services and operations

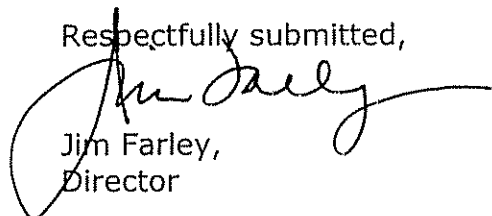
**FISCAL IMPACT:** Marin Center's food and beverage concessions provide revenues for Marin Center and the Marin County Fair. This agreement will provide \$20,000 to \$25,000 in revenues to Marin Center and \$30,000 - \$35,000 in revenues to the Marin County Fair annually.

**ALTERNATIVE TO RECOMMENDED ACTION:** The alternative would be to select another applicant who may provide less revenues to Marin Center and the Marin County Fair and not be capable of providing the quality and range of services as offered by the recommended applicant.

**REVIEWED BY:**

<input checked="" type="checkbox"/> Auditor/Controller	<input type="checkbox"/> N/A
<input checked="" type="checkbox"/> County Counsel	<input type="checkbox"/> N/A
<input type="checkbox"/> Human Resources	<input checked="" type="checkbox"/> N/A

Respectfully submitted,



Jim Farley,  
Director

JF: lg

cc: Auditor  
Administrator  
Press  
Marion Boyd, Deputy Director  
Dorothy Jones, Deputy County Counsel  
Marvin Rodrigues, Epicurean Group