



October 24, 2008

To All Prospective Bidders:

Later this month, the Recreation and Park Department (the "Department") will issue a Request for Proposals package (an "RFP") to solicit proposals for the lease, management and operation of concession opportunities in the Japanese Tea Garden. Admission to the Garden will continue to be collected and retained by the Department, but the Tea House, Gift Shop space and parking lot will be included in the RFP package.

The Department shall select a concessionaire who will:

1. develop the concessions by offering authentic Japanese items at the Tea House and Gift Shop that are culturally sensitive and reflect traditional Japanese history.
2. effectively market the Garden to regain its status as a "must see" venue for tourists and local residents alike.
3. work with the Garden and Department staff for the prime purpose of offering a single vision and experience for visitors.

The minimum requirements set forth by the Department for this opportunity are:

- Three years experience in fully managing a business of the nature of this opportunity, with a background in retail and food and beverage management;
- Sufficient financial capacity to undertake this concession opportunity including the ability to adequately stock and maintain all necessary merchandise and food and beverage items for sale; and
- The ability to obtain all required insurance policies as listed in the sample lease and all necessary permits and licenses required by the City and County of San Francisco

Each respondent must individually or collectively, in the case of an entity or joint venture, possess the aforementioned minimum experience to be considered as a possible candidate for this Lease opportunity. Respondents must be able to fully describe and present adequate proof of experience and financial capacity through factual records and/or signed letters of reference.

The cost of the published RFP is \$25.00. Please return the attached form to the Property Management Unit of the Recreation and Park Department. You may call 415-831-2773 for any additional information you may require. Please note that if you choose to return the completed form via email, you must send a check before we can mail the RFP package to you. If you choose to pick it up at our offices rather than having it mailed, please call first to make sure someone will be here to assist you.

Sincerely,

Tom Hart  
Property Manager



**REQUEST FOR PROPOSALS FOR CONCESSION OPPORTUNITIES**  
**JAPANESE TEA GARDEN, GOLDEN GATE PARK, SAN FRANCISCO**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Federal Express #: \_\_\_\_\_

*(Optional: If you would like the RFP sent to you via Federal Express, please provide your account number.)*

- Yes, I am interested in receiving a copy of the Japanese Tea Garden RFP. Enclosed is a check for \$25.00, made payable to the San Francisco Recreation and Park Department.*
- I am not interested in the RFP, however, please keep me on your mailing list for other golf opportunities.*
- No, I am not interested. Please remove me/my organization from your mailing list.*

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*Return to:*

**The Property Management Unit/JTG RFP**  
San Francisco Recreation and Park Department,  
McLaren Lodge Annex, 2<sup>nd</sup> Floor  
501 Stanyan Street  
San Francisco, CA. 94117

415-831-2099 Fax  
[tom.hart@sfgov.org](mailto:tom.hart@sfgov.org)