

E-13

**TOWN OF HARRISON
VILLAGE OF HARRISON
ATTORNEY'S OFFICE**

MEMORANDUM

TO: Richard Dionisio, Supervisor
Members of the Town Board

FROM: Frank P. Allegretti, Town Attorney

DATE: January 4, 2021

SUBJECT: **RealFood Proposal**

FPA/ld

Request is hereby made to approve the proposal from RealFood in the total amount of \$27,900.00, in connection with Halfway House (snack bar) at Harrison Meadows Country Club. This is needed to start the process of getting the food and beverage operation up and running.

Funding is available in Capital Account No. 21SIO8.

FPA:ld

Attachment

cc: Maureen MacKenzie, Comptroller

PROPOSED SCOPE

1. RealFood will collaborate and consult with those principals and employees designated by the Client as necessary to perform the Services, and specifically concerning matters relating to the food service design specifications of a new restaurant concept.
2. RealFood will perform the Services at such location or locations as RealFood believes in its discretion are necessary and appropriate for the efficient and successful completion of the Services. RealFood may perform the Services on the telephone, or at such other places, including the Client's place of business or location, as RealFood deems necessary for the successful performance of the Services.
3. RealFood will provide the following Services:

Phase One

Conceptual Framework Development

This phase of work forms the foundation and strategic plan that makes ideas tangible and introduces a fresh identity to your existing Pool Kitchen and Bar facility operation. To achieve this, RealFood (RFHSD) will undertake the following:

Process

- Work with ownership to define overall guest experience
 - Develop a high level framework of the operation
 - Identify dayparts to be served
 - Define key operational elements that will create unique guest experiences
 - Define guest flow and service style
 - Define staffing model and organizational structure
- Define scope and range of product offering, with a focus on quality and creativity while supporting a lean management structure and a streamlined operations model
 - Style of food/beverage
 - Categories of offerings
 - Suggested quantities in each category
 - Sample menu items
 - Price range

Deliverables

- Conceptual Inspiration & Exploration Deck
- Conceptual Framework Deck

Estimated Project Fee: \$13,000

Troon Fee Contribution (10%): \$1,300

Total Project Fee: \$11,700

Foodservice Design Development

PROJECT DEFINITION PHASE

- Work with the client and project team members to define the schedule, critical path, procedures, budgets, and coordination.
- Work with client to define operational framework, F&B role in supporting overall brand strategy and desired guest experiences.
- Define key operational success measures to inform capacity, revenues and structure.
- Define any key operational or experiential elements that will define unique aspects of operations or guest experience
- Develop written operational summary document outlining key elements of the guest experience and operational outline

SCHEMATIC DESIGN PHASE

- Building on the Project Definition Phase, develop up to three (3) Schematic Designs of the foodservice areas. The schematic documents will demonstrate the proposed layouts in ¼" inch scaled diagrams and will be labeled by area.
- Review proposed schematic designs with the design team and client to make any revisions and finalize foodservice design strategy.
- Review state and local Health Department regulations to verify all requirements related to foodservice areas and equipment
- Prior to progressing to Design Development Phase I, the client will approve the Schematic Design as an indication to proceed. Any revisions, value engineering, considerations, or design or budget changes beyond this point requiring adjustment to the foodservice equipment may result in additional fees.
- Hold approximately two (2) meetings, as well as working remotely to complete the scope outlined in this phase.

DESIGN DEVELOPMENT PHASE I (50% COMPLETION)

- Building on the approved Schematic Design, proceed with full equipment specifications and layouts for all foodservice areas on the REVIT or CAD platform. These drawings will be produced on RealFood title blocks. Any other title blocks will be supplied by others and must contain the RealFood provided landmark and information.
- Provide numbered working design layouts for the foodservice areas with a corresponding schedule to specify quantity, manufacturer, and general description.
- Virtual Reality (VR) walk through of the foodservice areas available upon request
- Provide order of magnitude foodservice equipment budget estimate for review.
- Meet with the design team and client to present progress designs and equipment selections.
- Hold two (2) meetings, as well as working remotely to complete the scope outlined in this phase.
- The fee for this section includes a maximum of two (2) design revisions to achieve budget adjustments.
- Prior to progressing to Design Development Phase II, the client will approve the Design Development Phase I as an indication to proceed. Any revisions, value engineering, considerations, or design or budget changes beyond this point requiring adjustment to the foodservice equipment may result in additional fees.

DESIGN DEVELOPMENT PHASE II (75% COMPLETION)

- Complete progress mechanical schedule utilizing manufacturer provided data to indicate all utility and connection requirements for specified foodservice equipment for final coordination by engineering team and trades.
- Virtual Reality (VR) walk through of the foodservice areas available upon request
- Complete progress point of connection plans indicating rough in locations for all specified foodservice equipment for final coordination by engineering team and trades.
- Provide progress special conditions plans to indicate locations and critical dimensions of areas to facilitate the installation of foodservice equipment, to include wall blocking, floor depressions, beverage or refrigeration conduit, and other special conditions for final coordination by engineering team and trades.
- Assist project architect and interior designer to specify finishes for the foodservice spaces to include floors, ceiling, and walls. Architect will be responsible for final specifications and details for architectural materials and associated cost will not be carried in foodservice budget.
- Provide progress exhaust hood criteria, including exhaust and make-up air duct collar sizes, CFM requirements, static pressures, utility requirements, fire suppression system details, section views and plan views. Mechanical engineer will be responsible for design documents required for permitting, including all ductwork, fans, building system integration, controls, etc.
- Provide progress remote refrigeration system design and drawings (if required) for final coordination by engineering team and trades.
- Any revisions, value engineering, considerations, or design or budget changes beyond this point requiring adjustment to the foodservice equipment may result in additional fees.
- Hold one (1) meeting, as well as working remotely to complete the scope outlined in this phase.

CONSTRUCTION DOCUMENT PHASE (100%)

- Complete final mechanical schedule utilizing manufacturer provided data to indicate all utility and connection requirements for specified foodservice equipment for final coordination by engineering team and trades.
- Complete final point of connection plans indicating rough in locations for all specified foodservice equipment for final coordination by engineering team and trades.
- Provide final special conditions plans to indicate locations and critical dimensions of areas to facilitate the installation of foodservice equipment, to include wall blocking, floor depressions, beverage or refrigeration conduit, and other special conditions for final coordination by engineering team and trades.
- Provide final exhaust hood criteria, including exhaust and make-up air duct collar sizes, CFM requirements, static pressures, utility requirements, fire suppression system details, section views and plan views. Mechanical engineer will be responsible for design documents required for permitting, including all ductwork, fans, building system integration, controls, etc.
- Provide final remote refrigeration system design and drawings (if required) for final coordination by engineering team and trades.
- Work with project team to coordinate final construction documents with project team and client.
- Hold one (1) meeting, as well as working remotely to complete the scope outlined in this phase.

BID & NEGOTIATION PHASE

- Provide bid document specifications in AutoQuotes format detailing each piece of foodservice equipment specified including all optional accessories.
- Provide elevations, sections, and detailed drawings for custom fabricated stainless equipment to be used as a basis for the fabricator's bids and shop drawings. All millwork design and details will be the responsibility of the architect.
- Issue and coordinate the solicitation of equipment bids from up to three (3) selected kitchen equipment contractors (KEC).
- Provide detailed bid leveling and analysis and, based on the bid and value proposition of each KEC, make recommendation for KEC vendor selection.
- Respond to any inquiries, RFI's or clarifications required to complete the bid process.

CONSTRUCTION ADMINISTRATION PHASE

- Review and respond to Requests for Information (RFI) related to the foodservice areas from general contractor (GC) or KEC and issue detailed responses related to the foodservice areas. Provide sketches as required for coordination.
- Complete and issue a Submittal Schedule to KEC for the production and issuance of all shop drawings related to foodservice equipment.
- Review and red-line all submittals and shop drawings submitted by the KEC to coordinate to the foodservice design and specifications.
- Complete up to three (3) Construction Administration and Close Out site visits to coordinate the foodservice design and construction with the General Contractor and KEC.

Estimated Project Fee: \$18,000

Troon Fee Contribution (10%): \$1,800

Total Project Fee: \$16,200

A RealFood Introduction

hospitality | strategy | design

rfhsd.com

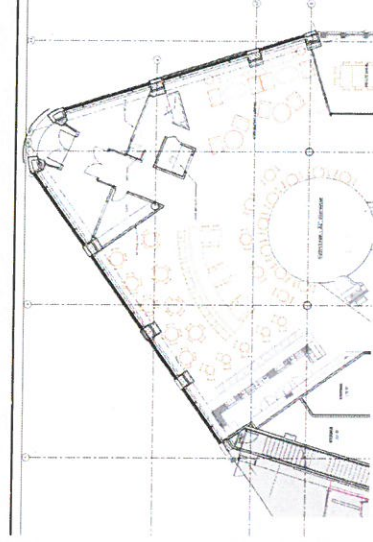
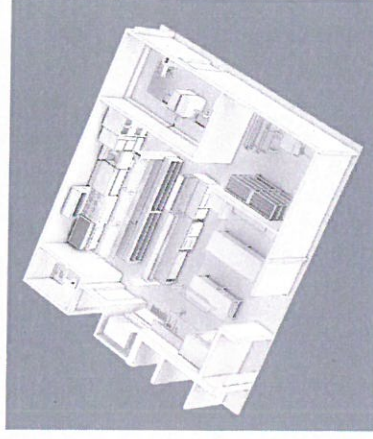
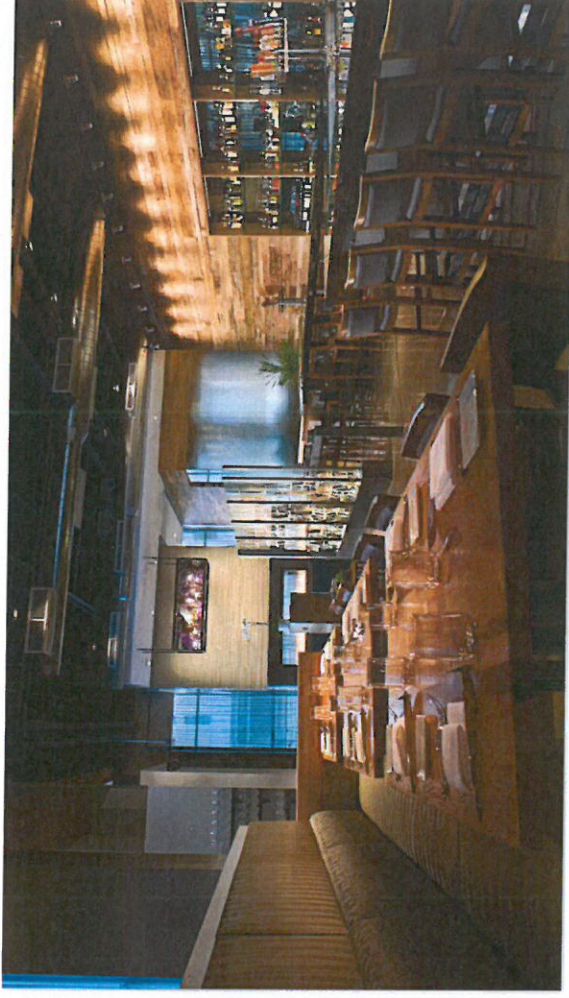
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About RealFood

hospitality | strategy | design

RealFood is a premier hospitality strategy and design firm meeting the foodservice design, development and strategic advisory objectives of the global foodservice industry. Leveraging its team's combined 250 years of experience and using proprietary processes to achieve concept and design outcomes that are based in operational understanding, RealFood supports clients and partners in achieving industry-leading hospitality operations. In early 2021, RealFood acquired Florida-based Foodservice Design Associates, Inc. (FDA), merging the industry-leading design and operational expertise of RealFood with the unique architectural and engineering focus of FDA. Together, the firms serve all segments of the hospitality and foodservice industry, including hotels, clubs, and restaurants, as well as public and private education, healthcare and lifecare, and municipal and government segments.

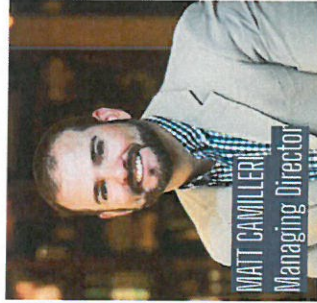
since 1996 | newton, massachusetts



Our People are Our Magic



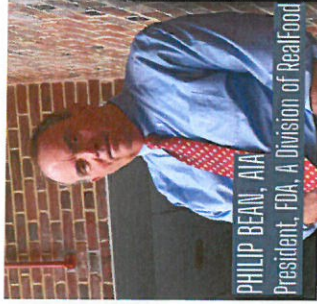
ED DOYLE
President



MATT CAMILLERI
Managing Director



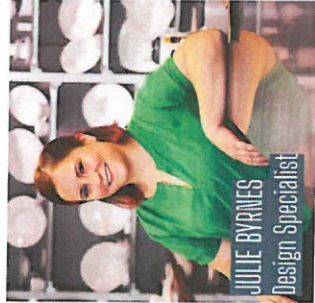
CHRIS TOCCHIO
Director of Strategy & Operations



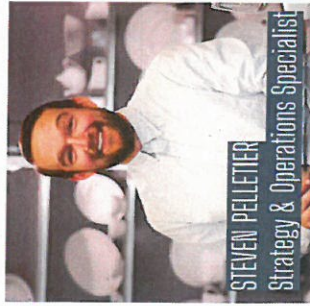
PHILIP BEAN, AIA
President, FDA, A Division of RealFood



GRANT JOHNSON
Client Relations Strategist



JULIE BYRNES
Design Specialist



STEVEN PELLETIER
Strategy & Operations Specialist



JESSICA GATES
Design Specialist



KEALOHA POWERANTZ
Strategy & Operations Specialist



PETER BRYANT
Design Specialist



JOELLE CREAMER
Brand Development Lead

Learn more about [our people](#).

Our Leadership Team



Ed Doyle
President

A dynamic leader and original founder of the company, Ed's role at RealFood is focused on aligning his team to help achieve clients' objectives. With more than 35 years of hospitality experience, Ed has worked in some of the finest kitchens and foodservice operations across the industry. He brings his extensive operational expertise and culinary skills to the broad portfolio of clients that RealFood serves.



Matt Camilleri
Managing Director

A 25-year hospitality industry veteran, Matt possesses an acute ability to understand and articulate a client's vision, and then aggregate what he learns into an output of business strategy, guest experience and design. As managing director, he leads the RealFood project teams to achieve at the highest levels on behalf of clients.



Chris Tocchio
Director of Strategy & Operations

With more than 30 years of experience inside the restaurant industry, Chris drives RealFood's most exciting projects to successful opening and operational excellence. As the leader of the RealFood strategy and operations team, he is highly focused on the guest experience, systems development, FOH and BOH operations, beverage programming, and financial sustainability.

Our Philosophy

Experience designed by **R**

hospitality | strategy | design



HOSPITALITY

Everything we do is aligned to the hospitality outcome. A successful hospitality experience is a compilation of many moments between people, delivered consistently, creatively and profitably.



STRATEGY

Having worked with hundreds of clients, we not only know how to navigate the landmines of the foodservice industry but how to scale success and improve profitability. We are partners in achieving our clients' visions for their hospitality businesses.



DESIGN

Experience is at the core of every hospitality design. We don't start with design; we customize for the concept, and design for the experience. With our team's extensive food and beverage expertise, even the smallest details are thoughtfully specified.

Future-Proofing Hospitality Experiences

In today's **COVID-19 environment**, many foodservice operators are pivoting and shifting the way they do business on a day-to-day basis. At RealFood, we have our finger on the pulse of the moment, but we always have our sights set on future outcomes. We validate for the current environment, and we support our clients in future-proofing their businesses for long-term success.

Ask Better Questions |

We ask better questions, so we can help our clients get better results. COVID-19 is no different than any other disrupting force in the industry; there's always some new challenge that we need to overcome. We have spent 17 years knowing how to be ahead of the need. Our process is built on proper discovery, so we can navigate the now, and support our clients to achieve their ultimate visions for success.

Time-Tested Solutions |

We continue to apply our process to constantly improve—we listen, we aggregate, and we discover and test. We embrace new solutions, forward-thinking technology and design innovation, so we can give our clients better advice and better direction. Our time-tested and proprietary processes get us to a custom solution for each client, every time.

Experience at the Core |

Experience is at the core of every RealFood design; we customize for the concept and design for the experience. With our team's extensive hospitality backgrounds, we design through the lens of an operator, translating ideas into operationally successful foodservice spaces. We help to identify opportunities for extraordinary guest experiences, operational excellence, and financial performance.

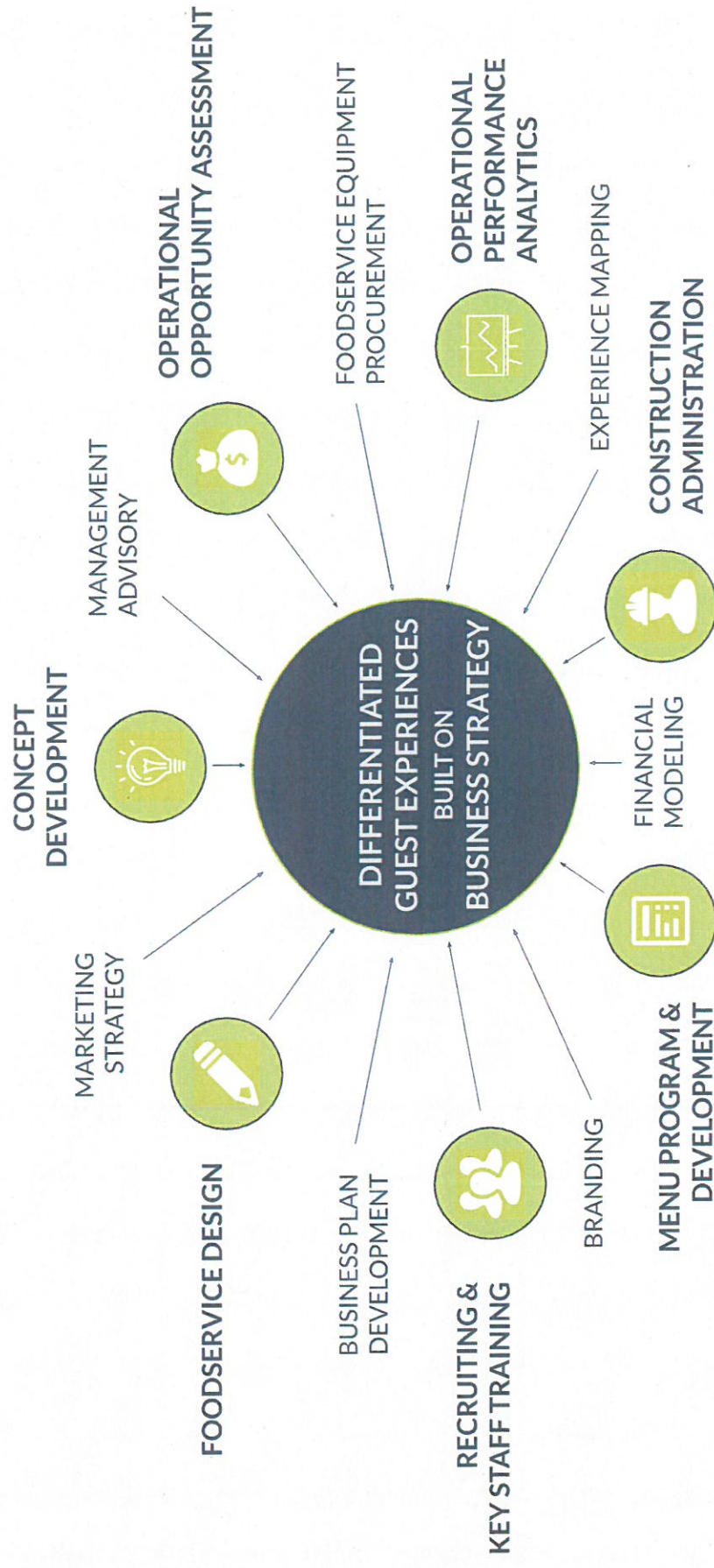


Our Clients & Partners



For a full listing, [click here](#).

Our Solutions



Our Work |

Tech Company Campus

Project Details

Location: Kendall Square | Cambridge, MA

Partners: Utile Architecture (MA), Merge Architects Inc (MA), Restaurant Associates (NY)

Type: Workplace Dining

Opportunity

Focus on the end-user's experience to guide discussions and uncover details required to ensure it becomes a reality. Communicate with a diverse team, bringing foodservice operations and design innovation expertise to every conversation.

RealFood Scope

Food Program Advisory

Operational Advisory

Foodservice Facility Design Development

Foodservice Equipment Procurement & Bid Management

Construction Administration



Photos via Utile Architecture

Our Work | Trillium

Project Details

Location: Fort Point | Boston, MA

Partners: Whitlock Design Group (MA), Cafco Construction (MA)

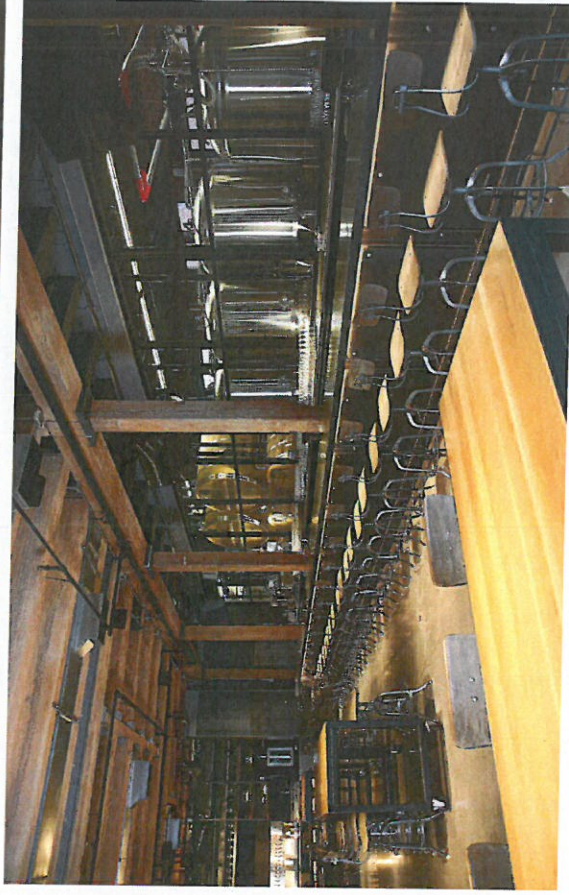
Type: Brewery

Opportunity

Create an upscale multi-use space across three levels that appeals to a broad range of customers. Develop a menu that far exceeds expectations of a tasting room food & beverage experience and matches the brand reputation. Find a qualified candidate with the right background to ensure the vision gets executed.

RealFood Scope

Concept Development
Food Menu Development
Senior Leadership Recruitment
Foodservice Facility Design Development
Foodservice Equipment Procurement & Bid Management
Construction Administration



Photos via Zac Sargent Photography

Our Work |

Hotel Tennessee

Project Details

Location: Memphis, TN

Partners: Meyers + Associates Architecture (OH), Parts and Labor Design (NY), Wright Investments (TN)

Type: Hotel, Multi-Outlet

Opportunity

Completely redevelop a 280-room hotel from a DoubleTree to a Marriott Autograph. Visit the existing space to understand the direction for reconcepting all outlets. Following this, bring the vision to life in partnership with the operating company, architect, and interior designers.

RealFood Scope

- Concept Development
- Guest Experience Mapping
- Operating Model Development
- Foodservice Facility Design Development
- Foodservice Equipment Procurement & Bid Management
- Construction Administration



Photos via Parts and Labor Design

Our Work |

401 Congress St.

Project Details

Location: Boston, MA

Partners: Sasaki (MA), Suffolk Construction (US)

Type: Mixed-Use Commercial, Multi-Outlet, Food Hall

Opportunity

Undertake a market study to inform the conceptual development of three publicly accessible foodservice outlets, and journey map each. Use these concepts, and inform, design and develop a structure for potential operator tenants.

RealFood Scope

- Market & Financial Assessment
- Concept Development
- Guest Experience Mapping
- Operating Model Development
- Foodservice Facility Design Development
- Foodservice Equipment Procurement & Bid Management
- Construction Administration
- Tenant Structure Advisement



Photos via Sasaki

Our Work |

West Bay Club

Project Details

Location: Estero, FL

Partners: Meyers + Associates Architecture (OH)

Type: Private Community, Golf & Country Club

Opportunity

Breathe new life into the existing Clubhouse F&B and the other numerous Food and Beverage outlets which included working with the design team to envision two (2) new ground up buildings on the property. This project encompassed both the private and community sides of the Club in order to provide a cohesive Member, Guest, and Resident experience to both. Getting to know the property from site visits allowed our team to understand operational, financial, and aspirational goals and expectations and create foodservice spaces able to deliver on them.

RealFood Scope

Foodservice Facility Design Development
Foodservice Equipment Procurement & Bid Management
Construction Administration



Photos via Meyers + Associates

Our Work |

Park Hyatt Aviara

Project Details

Location: Carlsbad, CA

Partners: Xenia Hotels & Resorts (FL)

Type: Multi-Outlet Hotel Renovation

Opportunity

RealFood's work centered around helping this property envision a new concept for its signature F&B outlet, as well as branding for the iconic outlet and other resort F&B outlets—the lobby lounge, pool bar, and new celebrity chef steakhouse. Defining target personas, gaps in the competitive marketplace, guest experience and brand story, resulted in a complete F&B ecosystem and amplified family of brands that, together, create a powerful brand experience indicative of the reimagined Park Hyatt property.

RealFood Scope

Concept Development
Guest Experience Mapping
Naming Development
Brand Strategy
Logo and Brand Identity



PONTO LAGO



Rendering via Park Hyatt Aviara; Graphics via RealFood



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