



Edwin M. Lee, Mayor
Philip A. Ginsburg, General Manager

To: All Potential RFP Resopndents
Date: November 10, 2011

**Request for Proposals for the Operation of the Elevator, Food and Beverage
Concession and Gift Store at Coit Tower**

Amendment No. 1

A) Amending Section VI (A) of the RFP to reduce the minimum bid for the Minimum Annual Guarantee from \$700,000 to \$540,000. The minimum bid has been modified to better reflect average yearly payments to the Department rather than projections of future performance. Please see chart below under “B” for rent paid to the Department over the last five years.

B) Amending “Section E. Revenue History” of the RFP to add the total rent paid to the Department from the current vendor for the past five years.

Fiscal Year	Elevator	Gift Shop	Outdoor Food & Beverage	Binoculars	Special Events	TOTAL Gross Revenue	Total Rent Paid to Department
FY 06/07	\$531,524.75	\$257,524.64	\$74,090.53	\$5,901.06	\$0.00	\$869,040.98	\$596,436.14
FY 07/08	\$661,180.50	\$269,163.52	\$0.00	\$4,757.60	\$0.00	\$935,101.62	\$705,416.13
FY 08/09	\$684,660.00	\$289,714.91	\$0.00	\$3,131.18	\$650	\$978,156.09	\$673,123.91
FY 09/10	\$719,446.00	\$288,924.24	\$0.00	\$3,504.12	\$3,250	\$1,015,124.36	\$648,769.48
FY 10/11	\$595,061.50	\$289,767.10	\$17,751.36	\$4,848.65	\$2,200	\$909,628.61	\$541,390.24

Please note, the food and beverage concession was not in operation for fiscal years 07/08, 08/09 and 09/10. In addition, the food and beverage concession was open only from July 2006 through February 2007 and from April 2011 through June 2011. The current concessionaire has been offering a limited menu of beverages, snacks and ice cream.

Current concessionaire has offered a small number of special events at Coit Tower. As per the recently issued RFP, concessionaire can have up to one special event per month provided that they follow the general rules and regulations set forth for special events at Coit Tower.

C) Amending “Section E. Revenue History” to document instances where the elevator was out of service and no admission fees were collected. Note that in 2011 the Department completed an elevator modernization which corrected the elevator’s mechanical problems. The elevator is now upgraded which will greatly decrease need for elevator service throughout the duration of this initial Coit Tower RFP opportunity.

Elevator Repair and Service History

Month/Year	Length of time Elevator Out of Service	Reason for Elevator Out of Service
Aug/2006	60 Hours	Motor Repair
May/2009	1Week	Replacing the Traveler
May/2009	3 Days	Brake Repair
May-June/2009	2 ½ Weeks	Replacement of the worm gear and re-pouring the Babbitt bearings
Nov/2010-Feb/2011	3 months	Elevator Modernization

We are additionally amending the RFP to add projected revenues for the three month period during which the elevator was modernized. The chart below shows elevator revenue from November through February from fiscal year 2006/2007 through fiscal year 2009/2010. The projected revenue lost for this period of time is \$101,290.72.

Average Elevator Admission Revenue for November, December and January from Fiscal Year 2006/2007 through Fiscal Year 2009/2010.

FY	November	December	January	Total
06/07	\$28,412.10	\$28,076.40	\$28,401.30	\$84,889.80
07/08	\$37,268.10	\$36,298.80	\$28,803.60	\$102,370.50
08/09	\$40,427.55	\$34,485.75	\$34,205.40	\$109,118.70
09/10	\$39,889.35	\$36,331.20	\$32,563.35	\$108,783.90
Total Average for all four years				\$101,290.72

D) Amending p.5 “D. Physical Condition of Facility.” This section states that capital improvements to the gift store will be required. These improvements are comprised of installing shelving units into the gift shop to better display merchandise. All improvements to be approved by the General Manager of the Recreation and Park Department prior to being performed.

E) Amending p.7, second bullet point, “Staffing levels in sufficient numbers to adequately perform all expected duties and functions as more clearly defined in this RFP, including historic preservation expert sub-consultants to maintain and **preserve** the Tower and its historic murals.”

The concessionaire will not be required to “preserve” the murals. The concessionaire, will, however, need to protect the murals and produce a mural protection plan as part of their proposal.