

F O O D S E R V I C E
F O R U M

A REVIEW OF SOME OF OUR RECENT PROJECTS COMBINED WITH UNABASHED SELF PROMOTION FROM FOODSERVICE RESOURCES, A FOODSERVICE DESIGN AND CONSULTING FIRM

**DURHAM BULLS
ATHLETIC
BALLPARK**

DURHAM, NC

The Durham Bulls, one of minor league baseball's best known and storied franchises, retained Foodservice Resources to provide foodservice design and consulting services for their new home, the Durham Bulls Athletic Park. The old Durham Athletic Park (or "DAP" for short), site of the hit film *Bull Durham* was a favorite of die hard Bulls fans for years, and many were sad to see it close. However, when the Bulls moved into their new home, fans were thrilled with the state-of-the-art facility that takes its inspiration from some of America's finest major league urban ballparks, such as Baltimore's Oriole Park at Camden Yards and Cleveland's Jacobs Field. Designed by the nation's leading sports facility designers, HOK Architects, of Kansas City, MO, the Durham Bulls Athletic Park is one of the premier minor league ballparks in the country, featuring nearly 10,000 square feet of food service and concession space. The ballpark's food services include traditional grills and stadium fare, a food court featuring local offerings from the Raleigh/Durham area, facilities for picnics and barbecues, and private skyboxes overlooking the playing field where a complete catered foodservice program is offered. The Ballpark anchors the American Tobacco Historic District, an adaptive re-use project of retail, office space and residential units located in downtown Durham, NC.

FOOD SERVICE
Resources

Creative Foodservice Design and Operations Expertise

P.O. Box 41099

Fredericksburg, VA

22404

540/786.3663 (VOICE)

540/786.3673 (FAX)

www.foodserviceresources.com



MUSEUM OF SCIENCE AND INDUSTRY

TAMPA, FL

In Tampa, FL, the Museum of Science and Industry is one of the nation's best known and well-regarded science museums. The museum is owned and operated by the Hillsborough County School Board, and is a major component of both elementary and secondary school science curricula throughout the Gulf Coast region. The MOSI expansion and renovation, designed by Robbins Bell and Kreher, Architects, Inc. of Tampa in association with the firm of AIA Fellow Antoine Predock of Albuquerque, NM, built upon the museum's reputation with a striking and innovative design. A spiraling, blue stainless steel sphere, housing the Museum's IMAX theater, is the most unique and visible design element of the project. The expansion effectively doubles the space for permanent and traveling exhibits while the original building was renovated and expanded as an educational center for the hundreds of school



trips that bring thousands of students to the museum each year. As a member of the project design team, Foodservice Resources provided complete foodservice facilities planning and design services from programming to punch-out. The end result of our efforts is a food service program that serves the general visiting population and evening IMAX patrons in an upscale cafe, coupled with a fast-food style grill for kids established in the new educational center.

NEW JERSEY DEPT. OF CORRECTIONS

TRENTON, NJ

As is the case in a number of states, several new prisons and expansions/renovations of existing correctional facilities are being planned by the New Jersey Department of Corrections, in association with the state Department of Building Construction. Foodservice Resources was pleased to be part of two interdisciplinary teams selected to prepare requests for proposals (RFP) documents for design-build firms to bid as part of that state's capital outlay process. The development of the RFP included pre-design services including feasibility studies, options analyses, and financial projections; as well as programming, schematic design, and design development to the 50% point. After a major state review, design-build firms bid on completing the design process, executing contract documents, constructing the facility, and managing the project. The projects in which we were involved include 55,000 square feet of foodservice space at Northern State Prison in Newark and 25,000 square feet of foodservice space at the Garden State Reception and Youth Correctional Facility in Trenton.

SECURITIES & EXCHANGE COMMISSION

WASHINGTON, DC

Foodservice Resources recently assisted the United States Securities and Exchange Commission (SEC) by conducting an employee foodservice preference survey, performing a market and feasibility study for new employee foodservices and developing complete proforma financial models for an anticipated foodservice operation at the SEC's Washington, DC headquarters. Because of an extremely tight project schedule, our project team presented a sample survey questionnaire and an outline of the project's financial feasibility at the kickoff meeting. After incorporating the input from the SEC, we revised the survey form, had it distributed to 1,600 employees, tabulated the 40% response rate, and created a series of charts and graphs for a clear, factual presentation of the data—all accomplished in two short weeks. The end result of our efforts was a complete foodservice program defining all aspects of the eventual foodservice operation and a realistic projection of the expected financial conditions in the planned facility.

GERMANNA COMMUNITY COLLEGE

SPOTSYLVANIA, VA

It's always great to get a home town project, so we were extremely pleased to be awarded the design of the foodservice facilities in the main 76,000 square foot building of the Fredericksburg Campus of the Germanna Community College. This latest addition to the Virginia Community College System is being designed and master-planned by Motley + Associates of Roanoke, VA. The new campus, located in the Lee's Hill region of Spotsylvania County, is within easy reach of most residents of the rapidly growing Fredericksburg area and eases the student commutes from neighboring Caroline and King George Counties. The new campus continues to expand with the recent opening of the 40,000 square foot Workforce Development and Technology Center.

MOODY'S INVESTORS SERVICES

NEW YORK, NY

After years of haphazard and unplanned growth and expansion at their Manhattan financial district headquarters, Moody's Investors Services was interested in updating and expanding its food service facilities as an amenity to its employees. Foodservice Resources worked closely with the Moody's project team to identify updated product and service concepts for the new foodservice operation. By studying trends in the business and industry foodservice sector, as well as competing foodservice alternatives in the vicinity of Moody's headquarters, Foodservice Resources developed a program that reduced labor and space requirements as well as the amount of subsidy required to operate the facility. We also provided advice on a revised mix of products and services to appeal to their changing work force. The renovation of Moody's was a success, and the new employee cafe is open for business.

MASS. DEPT. OF MENTAL RETARDATION

BOSTON, MA

The Commonwealth of Massachusetts, under the direction of the governor's Total Quality Management Task Force, made the decision to privatize the foodservices for the Department of Mental Retardation, a large state agency serving 20,000 mentally retarded Massachusetts citizens with a total budget of nearly \$700 million. Working within very tight time constraints, Foodservice Resources was part of an interdisciplinary project team that developed Requests for Proposals to operate all of DMR's foodservice facilities. The scope of the RFPs involved servicing 1,800 medically complex individuals residing in five state facilities for the mentally retarded at a cost to the Commonwealth for dietary and foodservices of approximately \$13 million per year. Under extremely tight deadlines, threats of union action and legislative moves geared toward scuttling the privatization efforts, five RFPs were issued and bids were received from a number of leading firms specializing in institutional foodservice management. We assisted the Commonwealth in reviewing and analyzing the bids and wound up with a three-year savings to the Commonwealth of nearly \$12 million. A wide variety of issues were included in the RFPs such as patient rights, potential drug interactions, client normalization as well as a detailed foodservice operations requirements. Additional work with DMR was then undertaken as the department prepared to shift from a Cook/Serve style of food production to a state-of-the-art Cook/Chill advanced preparation foodservice system.

**"THE COMMITMENT OF TIME AND
RESOURCES FAR EXCEEDS THE
COMPENSATION WE HAVE GRANTED
THEM. EIGHTEEN TO TWENTY HOURS A DAY,
AVAILABILITY ON WEEKENDS,
ADHERENCE TO VERY TIGHT TIME FRAMES WERE
ALL RENDERED IN A HIGHLY
PLEASANT AND
FRIENDLY MANNER"
—TQM TASK FORCE CHAIRMAN**

**Architects, developers,
business owners,
administrators, and
foodservice profes-
sionals can all benefit
from the foodservice
design services and
operations expertise
provided by
Foodservice Resources.
Call Principal-In-
Charge John DePaola
on the FOOD LINE at
540/786.FOOD (3663)
for more information
or to discuss project
particulars.**

MASS. DEPT. OF MENTAL HEALTH

BOSTON, MA

Fresh from the financial and operational success of the DMR project, Foodservice Resources was asked to participate in a study of the Department of Mental Health's foodservice operations at six state mental health centers in an effort to determine current foodservice operating costs, comparing these costs to the private sector and assisting in the determination of whether or not to privatize their foodservices as well. Our project team spent intensive days at each site studying their operation, reviewing internal financial reports, interacting with staff and residents alike, and finally determining that total operating costs were much higher than reported to DMH administrators. Our amassed data was collected, analyzed and incorporated into a report of our findings. Because of the time demands placed on the Task Force by the Commissioner of Mental Health, Foodservice Resources conducted an interactive desktop presentation illustrating the findings of our work group and laying the foundation for possible privatization at some point in the future.