

## RESTAURANT FOR ALL SEASONS

JGL Management Services has had a long term relationship with a multi-faceted arts center located in the Southeast. Its campus includes a multi-purpose building that presents classical music concerts, repertory theater, and experimental theater. The art museum is dedicated to the fine arts and is a teaching facility. The campus also includes a 400 student college.

In 1997, JGL studied the campus needs for table service dining. We prepared a feasibility study that focused upon the future but also analyzed the reasons for the failure of a previous restaurant tenant. That study was shelved when funds were allocated for a master plan to consider campus wide renovation. JGL was invited to be part of the master plan team and to create a plan that would be sensitive to the visitor and audience service needs of each division and would optimize the income potential of the complex.

In the past, there were two major issues that had limited the success of food service in the complex. First, service was very fragmented among the four operating divisions. There were at various times as many as three food service management companies plus a host of off premise caterers at locations within the campus. Alcoholic beverage service was self operated. Second, the most profitable segment, catering, was dispersed among twelve providers. None of these providers paid rent.

From an audience/visitor perspective, there was another major problem. The needs and the seasonality of the daytime patrons for the museum and the evening performance patrons were entirely different. Furthermore, there were no adequate group dining spaces available for the typical forty-nine person tour bus.

JGL proposed a design solution that included a production kitchen underground that could support the total food service need of the campus. The restaurant complex lies between the two major buildings. It is purpose designed to be large when it needs to be large – major traveling museum exhibits and symphony nights – and small when it needs to be small – dark evenings during the summer. It is divisible into three separate spaces served by the same kitchen so that group dining may be easily accommodated. Two distinct menus are offered and an al fresco component is open during warm weather months. The plan envisions a true destination restaurant that enlivens the cityscape.

The results of the RFP process run by JGL validate the design process. The facility has entered into a long term contract with a nationally prominent restaurateur that exceeds projected rent and investment goals set during the feasibility process. JGL is continuing to supervise the implementation process on behalf of its clients.