



GM6.11

Appendix C

June 25, 2015

Expression of Interest – Providing Food Services at City Hall

PAINTBOX CATERING AND BISTRO INC.
555 Dundas Street East
Toronto ON M5A 2B7
paintboxbistro.ca

Contact: Chris Klugman, President
(416) 885-0687
chris@paintboxbistro.ca

We use training and career path opportunities to bring about positive social change by empowering people to build confidence, self-respect and provide pleasure to others through healthy, delicious food.

Our vision is for a colourful, multicultural restaurant and retail food space on Nathan Phillips Square, providing a wide variety of fresh and delicious offerings in a vibrant, friendly environment. Counter-service style restaurant fare, takeout, packaged foods and catering services to City Hall and local businesses would be available 7 days a week, seasonally changing and in sync with special events in the neighbourhood.

At the core of the foodservice operation would be a training program targeting marginalized individuals in need of job skills training, including youth, women and others facing barriers to job and career success. Modelled on the Paintbox Catering and Bistro career development program, a partnership established with Toronto Employment and Social Services, Toronto Public Health, local colleges, employment and training agencies may provide mentoring in general workplace and social skills as well as specific training related to the hospitality and food industries.

With each delicious bite, customers will be improving the lives of others!

Concept of the Proposed Food Service Operation

We propose that the interior décor be updated and brightened, including new carpeting and banquette covers. The look will be playful, creative and modern, using a variety of paint finishes to complement the existing natural wood surfaces. Kiosks of retail products from local social enterprises would

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create a market atmosphere.



From the outside, illuminated signage would arouse the curiosity and entice passers-by. Strategic lighting on the retail offerings would create further interest. Patio fencing could be painted to visually unify the interior and exterior. Existing patio furniture replaced/ supplemented with picnic benches and edible plantings including kale, herbs and edible flowers.

The foodservice operation would become an extension of Paintbox's current business model, a certified B Corporation social enterprise with the social mission of training and career development. Training in hospitality and entrepreneurship would go side by side with developing basic employment skills geared to overall employability and career development.

Support of other social enterprises, both non-profit and for-profit, would form a key part of the new venue. Retail kiosks would enable social enterprises (for example, Klink Coffee or Tiffinday) to maintain a retail presence without the need for expensive labour always on site. Social enterprise caterers (CaterToronto, Regent Park Catering Collective) would be integrated, supported and mentored in a manner similar to the current Paintbox incubator. This could include, but not be limited to, inclusion in catered events and restaurant offerings, retail products for sale and use of kitchen space for independent endeavours.

Menu Selection

The restaurant will become a showcase of Toronto cuisine and popular favourites!

- Muffins (Apple & English Tea, Orange Pineapple, Banana & Chocolate Chip Bran, Blueberry Yogurt, Double Chocolate Coconut)
- Cookies (Spiced Nuts, Double Chocolate Chip, Oatmeal and Dried Fruit)
- Squares (Linzer, Lemon Raspberry, Cherry Cheesecake, Carrot Energy Squares)

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- Continental breakfast (Freshly-baked Almond, Chocolate, Cheese, Butter Croissants; Breakfast Sandwiches, Fresh Local Fruit)
- Artisanal Sandwiches (Smoked Turkey, Tomato & Bacon, House-roasted Beef & Cheddar, Smoked Salmon Bagel, Curry Chicken Wrap, Falafel Veggie Wrap, Assorted Panini with high quality meats and Ontario Produce)
- Flavourful Signature Salads (Kale Caesar with Sundried Tomatoes, Butternut Squash & Quinoa, 5 Bean)
- Hot Buffet Meal and Appetizer Items (Jerk Chicken Quesadilla, Local Fish Tacos, Chickpea and Vegetable Tagine with Couscous)
- Catering and Reception items (Bollypoppers with Cilantro Salsa, Handmade Dumplings)
- Cheese, Veggie, Fruit, Cold Cut Platters
- Hot and cold drip coffee, specialty espresso coffee drinks and other local beverages
- Wine list of 100% VQA selections (see [Paintbox Bistro list](#) as an example)
- Local Toronto Artisanal Beers

Retail selection would support locally-sourced products as well as our own Paintbox soups, jams, sauces and kitchen staples. Gelato, fair trade chocolate, vegan and gluten-free items and “grab & go” prepared foods would complement counter-service offerings.

Management Overview

Paintbox is a partnership between Allison Gibson and Chris Klugman, whose experience include:

- Opening and operation of restaurants, resorts, retail and catering firms including Bistro 990, King Ranch Spa, Oro Ristorante, Bb33 Bistro/brasserie, Edward Street Market, Bistro & Catering, Evergreen Garden Market.
- Opening and management of Canada’s first B Corp certified restaurant and caterer (Paintbox).
- Receipt of awards and recognition from the Centre for Hospitality and Culinary Arts, Toronto Police and The Governor General’s Leadership Conference.
- Experience in hospitality training (as a professor at George Brown Chef School).

The operating partnership has over 4 decades of experience of sound financial and operational management in the foodservice and food retail sectors.

Paintbox Catering and Bistro currently employs 17 full-time and 9 part-time managers, bartenders, wait staff, cashiers, sales staff, event planners, chefs, cooks and dishwashers for their licensed bistro and catering service. (Staff hold food handler and SmartServe certificates.) Additionally, Paintbox works with community members and aspiring entrepreneurs in a unique food business incubator program. Full operation of the foodservice facility at City Hall would extend Paintbox operations in all these areas.

Based on a strong training mandate, staffing costs would exceed industry norms. Following is an approximate breakdown of revenue and expenses.

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<i>Revenue:</i>		
Restaurant Sales	50%	
Catering Sales		30%
Retail Food Sales		20%
<i>Expenses:</i>		
Cost of Goods Sold (restaurant)	30%	
Cost of Goods Sold (catering)		30%
Cost of Goods Sold (retail)		50%
<i>Gross Margin</i>	66%	
Payroll	30%	
Overhead, Operating Expenses	18%	
<i>Net Profit</i>	18%	

B Corporation Status

As Canada's first B Corp (benefit corporation) certified restaurant and caterer, Paintbox is part of a community of businesses worldwide using the power of business to alleviate poverty and solve climate change. Certified B Corporations are held to a high standard of transparency and accountability and are legally bound to consider the needs of all stakeholders, including community and the environment.

The new facility may operate as a B Corp or as a non-profit corporation, depending on the funding model and strategic partnerships adopted. Either way, Paintbox brings a strong management team and operational model for high-quality, successful service.

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