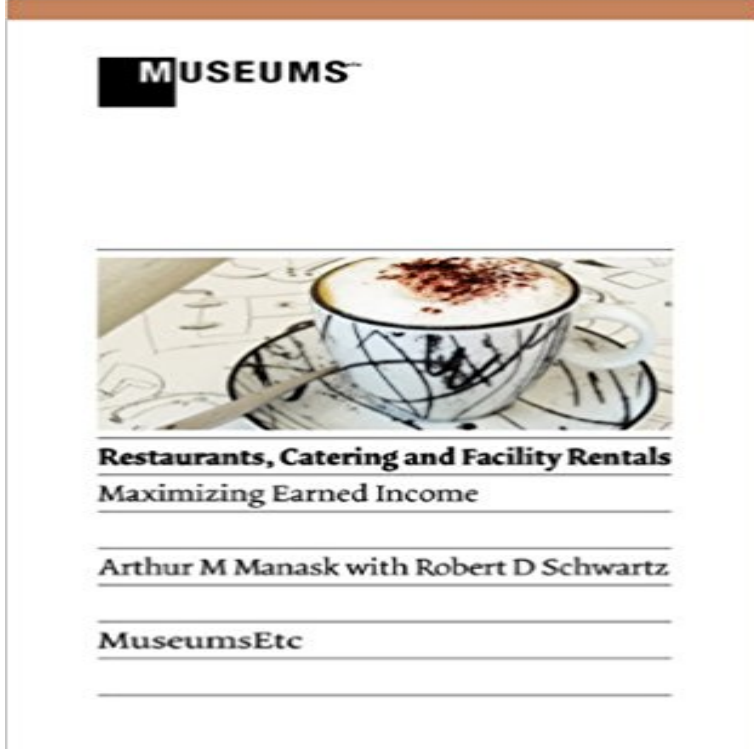


Restaurants, Catering and Facility Rentals: Maximizing Earned Income



Restaurants, Catering and Facility Rentals: Maximizing Earned Income is unique in making available the detailed, highly practical results and recommendations of real-world studies of foodservices and facility rental operations in some of the worlds leading museums, galleries and cultural institutions. This range of studies focuses on the challenges most frequently encountered as museums and cultural institutions strive to manage efficient and profitable catering services. The studies are supplemented by specially-commissioned essays. This extensive book covers every aspect of setting up and managing successful foodservice, catering and facility rental operations. Some of the many key aspects covered include: Enhancing the dining experience for your visitors; Delivering profitable, visitor-orientated catering services; Assessing your catering operators performance; Successfully renegotiating your operator contract; Benchmarking your menu pricing; Identifying ways to maximize the efficiency of your catering services; Establishing a successful facility/gallery rental program; and much more besides. Undertaken by one of the worlds leading catering, foodservices and earned income consultancies, Manask & Associates, the studies contained in this book are based on decades of practical experience with a huge variety of institutions, both large and small. Manask & Associates clients have included some of the worlds leading and most successful

cultural institutions, including the National Gallery of Art, National Zoo, Monterey Bay Aquarium, The Field Museum, Chicago Botanic Garden, Museum of Science, National Aquarium, Phipps Conservatory & Botanical Gardens, The Minneapolis Institute of Arts, Science Museum of Minnesota, Saint Louis Art Museum, Newport Mansions and the National Trust for Historic Preservation. With a Forward by Darrell R Willson, Administrator of the National Gallery of Art, Washington DC, the book is illustrated with examples of successful foodservice facilities in museums and galleries throughout the world. And while the featured examples are primarily drawn from museums, galleries, historic houses, botanic gardens, aquariums and zoos, the principles contained in the book are equally applicable to performing arts and other cultural organisations.

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