

Invitation for Expressions of Interest

Restaurant Partner @ The Dream

67 Front Street, Penticton, BC | Opening October 2026

MUSIC LIVES HERE. SO SHOULD GREAT FOOD.

The Dream is a 125-seat intimate listening room opening in downtown Penticton in October 2026. Built around live acoustic music (e.g., jazz, folk, singer-songwriter, roots, chamber), it will be one of the most distinctive venues in the BC interior. Patrons will come for performances they cannot see anywhere else, in a room designed from the studs out for sound, sightlines, and intimacy.

They will also come hungry. And we want the food good enough that people come for it on nights when there is no show.

The Dream Society is now seeking a restaurant partner to operate our on-site kitchen under a co-branded arrangement: **[Your Restaurant Name] @ The Dream**. This is not a lease. It is a partnership designed to let a great culinary operator focus on what they do best, the food, while The Dream handles the room, the service, the payments, and the audience that walks through its doors every night of programming.

WHO WE ARE LOOKING FOR

We are open to proposals from two very different kinds of operator, and we are genuinely interested in both.

The talented chef without the capital. If you have the skills, the palate, and the vision but not the funds (or the appetite for the business overhead) to launch independently, The Dream is a turnkey path. No build-out cost for the dining room. No POS to procure. No servers, hosts, or table runners to hire. You bring a menu and a kitchen team. We bring everything else, including a built-in audience that arrives with their reservations already made.

The established restaurant looking for a satellite presence. If you already operate a successful flagship and want to extend your brand to a second, lower-overhead location with a built-in nightly crowd, this is a marketing platform and a revenue stream in one. Imagine *Miradoro @ The Dream*, or *Kin & Folk @ The Dream*: every concertgoer, every reservation confirmation, every menu in the room carries your name back to your flagship.

WHAT YOU PROVIDE

- All food ingredients and food preparation
- Pots, pans, knives, small wares, and food-prep utensils (these remain the property of the operator)
- Kitchen staff: line cooks, prep cooks, and dishwasher
- Menu development, sourcing, and quality control
- Health and food-safety compliance for the kitchen
- Commercial general liability and product liability insurance, with The Dream Society named as additional insured

WHAT THE DREAM PROVIDES

- The kitchen space, including hood, ventilation, and all major appliances and fixed equipment (which remain the property of The Dream Society)
- A 125-seat dining room with a paying, music-loving audience
- All front-of-house staff: hosts, servers, table service

- Payment processing (Square POS) and weekly reconciliation
 - Food delivery from kitchen to tables and dirty dishes back to your dishwasher
 - The bar program, operated separately by The Dream
 - Marketing assistance (e.g., email campaigns, joint promotions)
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DESIGN YOUR DREAM KITCHEN

The selected operator will work with The Dream to design and equip the kitchen before fit-out begins. Whether your concept centers on a wood-fired oven, a robata grill, induction precision, a sushi pass, or a classic line, we will plan the space and select the equipment together. The total kitchen budget combines The Dream's own capital contribution with any prepaid royalties (*see below*) offered by the selected operator, so a higher prepaid royalty translates directly into a more capable kitchen. The Dream is buying the kitchen. You are deciding what kind of kitchen it should be.

OPERATING MODEL

Hours. The Dream will operate seven days a week. Kitchen service is expected from approximately 4:00 PM to 11:00 PM. Daytime service is a possibility we are open to discussing if it fits your concept and staffing model.

Special events. Please understand that, as a non-profit, The Dream may occasionally accept donated food service for special events such as private receptions, donor evenings, or festival tie-ins. These are infrequent and will not displace your regular service.

Exclusivity. None, in either direction. You are free to operate other ventures, run pop-ups, or maintain a flagship elsewhere. The only restriction concerns the co-branded name itself: [Your Restaurant Name] @ The Dream may be used only at The Dream.

FINANCIAL STRUCTURE

No rent. None.

Royalty model. The Dream will be paid an agreed percentage of net sales, where net sales equal gross sales less applicable taxes and less third-party payment processing fees. The balance will be paid to you weekly.

Royalty rate is part of your proposal. It is one of the four evaluation criteria below. As a guideline, royalty rates in comparable arrangements typically range from 20% to 30% of net sales.

Prepaid royalties (optional, and encouraged). Operators may offer a prepaid royalty contribution. These funds will be used by The Dream as startup capital to purchase kitchen equipment, which will be owned by The Dream. Prepaid royalties will be repaid to the operator through the weekly settlement process: each week, The Dream's share of net sales will be passed through to the operator until the prepaid amount has been fully recouped. During this period, **the operator effectively receives 100% of net sales**. Once recouped, the agreed royalty rate begins.

Contract length is negotiable and will be settled with the selected partner. We are open to short pilot terms or longer commitments depending on what works for both sides.

PERFORMANCE STANDARD

The Dream's audience expects excellence, and so do we. The agreement will contain a single, simple quality benchmark: a Google restaurant rating above 4.5. A rating below 4.5 sustained for three consecutive months will be deemed cause for termination by The Dream. That is the only quality clause. We trust good operators to manage everything else.

EVALUATION CRITERIA

Proposals will be judged on four criteria:

1. **Menu and concept.** Does the food fit a 125-seat listening room and a curated, music-loving audience? Is it distinctive in Penticton's dining landscape, executable at concert-night volume, and a pleasure to eat?
 2. **Restaurant experience.** What is the operator's track record? Who is the chef? What have they built, and how did it perform?
 3. **Proposed royalty rate.** Higher is better, all else equal, but we are looking for a number that lets you thrive too. A partner who is starving in year one is a partner who is gone in year two.
 4. **Prepaid royalties.** The amount offered. This contributes startup capital toward kitchen equipment and signals serious operator commitment.
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WHAT TO INCLUDE IN YOUR SUBMISSION

A short proposal (we suggest no more than six pages, plus appendices) addressing:

1. Concept summary, sample menu, and price points
 2. Operator background, key personnel, and relevant experience, with references
 3. Proposed royalty rate, expressed as a percentage of net sales
 4. Prepaid royalty offer, if any
 5. Proposed contract length and any other commercial terms you would like to discuss
 6. Anything else that helps us see your vision for [Your Restaurant Name] @ The Dream
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TIMELINE

Proposals will be reviewed on a rolling basis. We have no fixed submission deadline. If a proposal arrives that we are ready to act on, we will act on it. Interested operators are encouraged to submit promptly rather than waiting.

Our target is to have an agreement in place by **May 31, 2026**. From there:

MILESTONE	DATE
Agreement target	May 31, 2026
Operator kitchen fit-out	Mid-2026
Soft opening (potential)	As early as September 1, 2026
Official opening	October 1, 2026

TO SUBMIT, OR TO ASK QUESTIONS

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The Dream Society is a registered Canadian non-profit society. The Dream will be a 125-seat intimate listening room at 67 Front Street, Penticton, BC, dedicated to live acoustic music. Music lives here.