

OHIO STATE UNIVERSITY MEDICAL CENTER

Food Service & Retail Master Plan
Columbus, Ohio

Key Issues/Objectives

At the time this study was commissioned, the OSU Medical Center provided five dining and menu options for OSUMC faculty, staff, students and visitors at various sites throughout the medical center complex.

Objectives for OSUMC Retail Dining Services included:

- Provide customers with a variety of dining and retail options to meet market needs
- Sustain current venues and vendor relationships
- Honor current contracts and leases
- Continue current vendor profitability
- Utilize capital investments wisely
- Allow for flexibility and changes in the future to avoid costly renovations as food trends, vendors, and customers change
- Satisfy IRS profitability requirements in order to avoid tax liabilities and fines for employer-operated eating facilities
- Satisfy State of Ohio contractual arrangements
- Generate derived profit for The OSU Medical Center, through The OSU Medical Center's association with all retail establishments, throughout the medical center complex.

The OSU campus had just funded the construction of two new facilities within The OSU Medical Center complex. The inclusion of retail dining space had been proposed for each; a parking garage located across from the main hospital entrance proposed to include 5,000 square feet for retail dining and a new Biomedical Research Tower proposed to include 1,500 square feet for a retail cafe. Other existing retail services included a bank, a gift shop and a retail pharmacy. Requests had been made from other departments within the Medical Center to add food and retail services.

The Medical Center had research available to suggest which, if any additional, retail options in the medical center complex would provide added value to customers or increase derived profit from an overall basis

The Envision team was charged to work with a Retail Task Force to:

Assess the current retail dining options currently offered in the medical center;

- Assess the need/demand for additional food and retail venues; and,
- Develop of specific recommendations for new food and retail venues that both meet customer needs and comply with the Objectives for OSUMC Retail Dining Services.

Client

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