



Proposal for City of Killeen Mixed Beverage Service
Killeen Civic and Conference Center
RFP - 19-12

Submitted by:

Let Us Do The Cooking LLC
Meredith Viguers, Owner
111 S Main Street
Nolanville, TX 76559
254-554-2665
254-466-9121 cell
meredith@letusdothecooking.com

Let Us Do The Cooking has been the standard bearer for providing excellent service in Central Texas for the last 13 years. Since our start in 2006, this has been our mission and we look forward to the opportunity to expand within the City of Killeen.

Due to the nature of our business, we already spend quite a large amount of time at the Killeen Civic and Conference Center and believe that we offer a unique perspective in to the operation and opportunities available for the mixed beverage service provider. With a staff of over 50 employees we have the resources and expertise to take what is a good service and make it great!

It is our proposition that current percentage of 60% for the City and 40% to the Vendor would remain, however we see several options to increase revenues making this a more lucrative venture for both parties. The current pricing sheet is appropriate, however based on our broad experience and the requests of many of our clients we would make changes to some of the brands offered. The following are just few of the ways we can provide additional service to increase revenues.

1. Bottled Water available for purchase at the bar for \$1.00 each.
- a constant challenge for any caterer is to keep staffing costs in check. One of the situations we run into on a frequent basis is having to keep someone at an event simply to have beverages available long after they've eaten. If the bar service included the option to purchase non-alcoholic beverages caterers would be able to leave events quicker and the bar service immediately increase revenues, specifically at military events.

2. Table Service - charged at an hourly rate to the client depending on the number of servers requested.
 - this would allow a client the opportunity to have a server come to their tables to take orders and deliver the beverages, as well as bus tables and keep the event spaces cleaned up with out guests having to get up and clear their own beverages.
3. Glass Rentals - for more upscale events, the opportunity to have glassware for their beverages allows for a more formal feeling event. The rentals are charged per piece range from \$.55 to \$1.00 and are already owned by Let Us Do The Cooking. The City would receive 10% of the revenue for these items.
4. Simple Beverage Service - There are many events currently being held in City facilities that do not require bar service or catering but would love the option of just purchasing coffee and water for a meeting. We would recommend that this service be offered through the mixed beverage provider and will add an additional revenue source to the facilities.
5. Mobile Bar/Special Event Service - to include events at other City Facilities such as private charters from the Killeen Airport and Private Events held at Stone Tree Golf Course etc...
6. Specialty Cocktail/Mocktail service and stations - allows for a Signature Drink to be created and served for events. Pricing will be determined based on ingredients. Additional signature items can include things like Mimosa or Bloody Mary stations.

In the event industry, there is no such thing as regular operating hours and therefore we would be available to serve clients at any time they are contracted to be in the facility. We would propose a 3 year contract with a 3 year renewal option. We currently carry a Liability policy that meets all requirements listed in the RFP on which the City is already listed as an additional insured due to the fact that we work in the Civic Center and have been on the preferred caterers list for the last 13 years.

Our staff has provided mixed beverage services in multiple facilities just some of which include the following:

Brick and Barrel - Killeen
Tenroc Ranch - Salado
La Rio Mansion - Belton
Cathedral Oaks - Belton
Cultural Arts and Activities Center - Temple
Hostess House - Lampasas

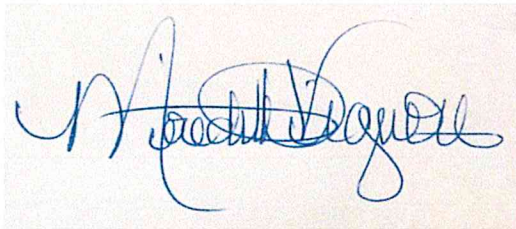
Please use the following references, should you need them:

Texell Credit Union
Mary Ann Nickolai
254-774-5180
mnickolai@texell.org

Brick and Barrel/ Christell's Flowers
Mike or Tammy Austin
254-526-6616

Should we be successful in winning this bid, the following can be expected for the City. An increased level of service, professionalism and excellence provided for your guests at every encounter with our staff. We believe that revenues will expand by at least 10% over the prior year with the opportunity for continued growth as we see additional opportunity. We will be a partner in looking for creative and innovative ways to meet client needs while increasing sales.

We sincerely appreciate your time and consideration in reviewing our bid and look forward to the opportunity to work with you on this project.

A handwritten signature in blue ink, appearing to read "Meredith Viguers", is written on a light-colored, textured background.

Meredith Viguers, Owner
Let Us Do The Cooking

City Of Killeen
Civic and Conference Center

To Whom It May Concern:

We have been in the area since 1994, we had multiple successful businesses, our businesses proven our success.

Opening a business not the hardest thing, but to keep the business you have to have the experience management and the man power that we try to maintain all the time.

It has been a pleasure to serve the city and the community for the past 14 years.

After reviewing the sales figures concerning the Bar Business at the Killeen Civic and Conference Center, the following proposal has been coined:

- The gross sales will be split as follows- 60% will be given to the Killeen Civic Center and the remaining 40% will be given to the operators of the business. (Negotiable)
- From the 60% given to the Killeen Civic Center, 30% to 40% of it is going to cover the costs of liquor, taxes, insurance, and miscellaneous. The remaining percentage will be the Civic Center's profit.
- The 40% given to the operators of the bar would be used to pay for the labor, insurance, and management personnel brought to run the bar business that includes bartenders, waiter/waitresses and host/hostess.

Part of our management system will be to provide a report at the end of each month that will include the total sales, liquor and sales taxes that are due. The needed inventory for the bars will also be checked.

Hopefully the figures that are stated in this proposal are acceptable. If there are any questions or concerns, please feel free to contact:

Sam Halabi at 254-681-1306 or Younes Halabi at 254-681-1309

Attachment:

1. Contract starting in March 2019 and terminating in March 2021.
2. We have the first right of refusal to renew the contract.
3. Percentage payment check must be received between the 1st and the 7th day of every month.

Lorianne Luciano

Director of Procurement and Contract Management

Younes Halabi YH-SH.LLC

Sam Halabi YH-SH.LLC



KCCC Mixed Beverage Service Contract Proposal

RE: RFP-19-12

Services to be provided

The Shilo Restaurant will oversee and carry out all necessary responsibilities relating to the Mixed Beverage and Alcohol Service for the Killeen Civic and Conference Center and City of Killeen. This will include staffing, ordering, inventory, providing quality service for both the guests and our partners.

Business Plan

The Shilo Restaurant is a successful, family owned business. We have successfully operated for over 10 years the Shilo Brand here in Killeen, TX and for over 44 years Nation Wide. Shilo is considered one of the largest private, independently owned and operated hospitality company's in the Western United States.

Our Shilo property was founded in Killeen, TX to support our military and provide quality service to the local active duty military, veterans

and family members in the area as well as the Killeen general public and business community.

The Shilo Restaurant will provide the same quality alcohol service and management to the Killeen Civic and Conference Center. We maintain high standards for Liquor, Beer and Wine costs to ensure the success of our business.

We will have a staff of 10-12 TABC Licensed Bartenders available to tend the bars both onsite or offsite if needed. The bartenders will be directly managed and scheduled by the GM, Matt Cranfill.

The GM for the Shilo Restaurant, Matt Cranfill will do a weekly inventory of all Liquor, Beer, and Wine on Mondays.

Mr. Cranfill will also do the ordering for events every Monday and maintaining par levels suitable for the amount of business expected. He will also meet regularly with management from KCCC to coordinate for upcoming events and anything else pertaining to the bars.

We will maintain a target Liquor cost of 18-22%, a target Beer cost of 25-30%, and a target Wine cost of 30-40%.

The operating hours for the Shilo Restaurant would be 10:00am until 12:00am for actual bar service.

The Shilo Restaurant is conveniently located next door and available for constant and prompt communication.

Management Services Agreement

The City of Killeen will be compensated the cost of all Liquor, Beer, and Wine ordered for the KCCC bars as well as 20% of the gross revenue

from the alcohol sales. For example: If the gross revenue for 2019 alcohol sales is \$200,000 and we run at our projected Liquor, Beer and Wine costs, the City of Killeen will receive \$40,000 out of the gross revenue, and roughly \$40,000-\$50,000 for the purchased Liquor, Beer and Wine depending on what was spent. The remaining revenue would go to the Shilo Restaurant.

Shilo Restaurant would like the opportunity to discuss in greater detail the possibility of single net payments to Shilo Restaurant at the conclusion of each event. For example, if a KCCC bar generates \$1,000.00 in revenue, a net payment of \$800.00 will be made to Shilo while KCCC retains their 20% gross revenue totaling \$200.00.

The City of Killeen will receive 10 Complimentary Room Nights (valued at \$1,600) at the Shilo Hotel that may be used during the 24-month contract period.

The City of Killeen will receive \$1,000 in Complimentary Food and Beverage (nonalcoholic) to be redeemed at the Shilo Steakhouse Restaurant or to be used for a catered event, during the 24-month contract period.

The City of Killeen will receive 4 tickets (\$300) to a Shilo Restaurant 5 course Wine Dinner, that may be used during the 24-month contract period.

In the event that a group booking at the Civic Center would like to procure accommodations for their guests, Shilo Inns would like to extend the opportunity for special discounted group rates on our beautiful suites.

The Shilo Restaurant will be allowed to post marketing materials at KCCC in locations approved by the city. This will include: (brochures, standing banner, promotions, catering folders)

The Shilo Restaurant is open to negotiating the terms listed.

Contract Term Length

We would like to enter into a contract of two years with the option for renewal at the end of the contracted period.

Mixed Beverage Service

The Shilo Restaurant's bar service will include experienced and prompt service.

All bars will be equipped with:

- Bottled domestic and imported beers
- House wines (Chardonnay, White Zinfandel, Rose, Pinot Noir, Cabernet Sauvignon, Moscato)
- Well Liquors (Tequila, Gin, Rum, Whiskey, Scotch, Vodka, Triple Sec)
- Select Top Shelf Liquors
- Blenders for blended drinks
- Bottled waters, sodas and energy drinks
- Appropriate garnishes and mixers

Shilo will accommodate special Liquor, Beer and Wine requests for events such as Grog Bowls.

Shilo's TABC certified bartenders will provide options for mixed beverages, cocktails and custom requests for guests. All bartenders will be trained in operating the POS system, cash handling and tracking of beverages. The bartenders will be responsible for taking an inventory before and after each event. Our bartenders currently follow the same procedures for bars being held in our catered events at the Shilo Restaurant.

Each day that there is a bar event, Shilo will provide at least one "runner" to ensure that all bars have everything necessary for quality bar service.

Insurance Coverage

The Shilo Restaurant will provide insurance coverage in the following amounts:

- Liability Each Occurance: \$1,000,000
- Damage to rented premises: \$300,000
- Personal & Advertising: \$1,000,000
- Injury General Aggregate: \$1,000,000
- Products-Comp/Op Agg.: \$1,000,000
- Liquor Liability: \$300,000

Qualifications and Experience

The Shilo Restaurant is TABC certified and has been running bars for catered events since 2007. The Shilo has a Lounge and Cigar Bar that are open daily serving a variety of over 100 liquors running at an average of 20% liquor cost yearly.

There are a large variety of wines offered both by the glass and by the bottle while maintaining a wine cost of approximately 35%.

The Shilo offers 6 beers on tap and over 10 beers by the bottle while maintaining a beer cost of less than 30%.

Shilo has a yearly gross revenue of approximately \$150,000 in alcohol sales.

Shilo's service staff is required to have TABC certification and Food Handlers permits to work in the restaurant or in catering.

Shilo has experience with coordinating and executing large events such as: 1st Cavalry Reunion every two years, World Powerlifters Association, Phil-Am Association, etc.

The Shilo Steakhouse Restaurant is ranked #1 out of 224 restaurants in Killeen, TX.

The Shilo Steakhouse Restaurant has an award winning Executive Chef, is the recipient of KWTX "Clean Plate" award, receiving a 100% on health inspections.

If selected, the Shilo proposes to take over mixed beverage operations immediately on February 27th, 2019

References

Johnny Graham-*World Powerlifting Association (2014-present)*
254-338-5597

Dara Wydler- *1st Cavalry Division Association (2007-present)*

254-547-6537

Jimmy Fontenot- *Texas Taxidermy (2017-2021)*

325-650-9428

*Please feel free to contact Shilo Restaurant General Manager,
Matthew Cranfill, with any additional questions or concerns
regarding this proposal*

matt.cranfill@shiloinns.com / (254) 699-0999 ext. 368

3701 S. W S Young Drive Killeen, TX 76542