

TO: James L. App, City Manager
FROM: Barbara Partridge, Director Library and Recreation Services
SUBJECT: **Barney Schwartz Park Concessions**
DATE: June 1, 2004

Needs: For the City Council to consider an ad hoc committee recommendation for Barney Schwartz Park concession operations.

Facts:

1. At their April 6, 2004 meeting, Council directed staff to solicit concession operation proposals for Barney Schwartz Park that would allow an option for alcohol sales.
2. The City received three proposals for concession operations: B&G Concessions (no alcohol sales), Hospitality Catering (alcohol sales) and Riggs & Sudik, Inc. (alcohol sales).
3. The ad hoc committee reviewed all proposals, and recommends to the full Council that they award concession operations to B&G Concessions.
4. The City may, at their discretion and under separate permit and conditions as listed in the concession contract, sell alcohol at adult events programmed at Barney Schwartz Park.
5. The ad hoc committee recommends that, unless permitted by the City, the no alcohol policy be enforced by a combination of Barney Schwartz Park staff and the Police Department. It further recommends that additional signage be placed at the beginning of all spokes leading to the softball complex that read "No Alcohol Beyond This Point."

Analysis & Conclusion: The City currently has an interim concessionaire at Barney Schwartz Park (Paso Robles Girl's Softball League). In order to secure a contracted concessionaire, proposals were accepted by the City, and reviewed by an appointed ad hoc committee. This committee recommends awarding the contract concession operations to B&G Concessions, which has opted not to sell alcohol, an option provided for within the contract. This will allow the City to provide alcohol sales at their discretion. It is further recommended by the ad hoc committee that, unless otherwise permitted, the no alcohol policy be enforced by a combination of Barney Schwartz Park staff and the Police Department.

Policy Reference: None

Fiscal Impact: None

Options:

- a. (1) Direct staff to enter into a contract with B&G Concessions; and
(2) Dissolve ad hoc committee, as the work of the committee is complete.
- b. Amend, modify, or reject the above options.

Attachments: proposals (3)

PROPOSAL
BARNEY SCHWARTZ PARK
CONCESSION OPERATIONS

RIGGS & SUDIK, INC.
5300 MALEZA AVE
ATASCADERO, CA. 93442
805-462-8177

4/28/2004

City of Paso Robles
Department of Library and Recreation Services
1000 Spring Street
Paso Robles, Ca 93446

Dear members of the Committee,

Thank you for the opportunity to bid on the vendor spaces at Barney Schwartz Park.

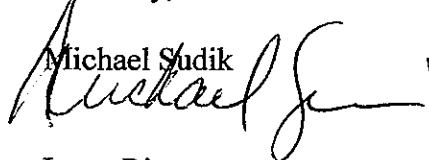
We have been Subway Franchisees for the last eight years. We are currently serving the communities of Paso Robles with four stores and Santa Maria with four stores. Our development plan as owners is to add several more locations for quick serve restaurants in the Paso Robles and Santa Maria areas. These new locations are not limited to the Subway brand.

With our experience in the fast food industry, we feel that we could offer both an excellent product and efficient service to Barney Schwartz Park by serving our products. We are not proposing a Subway store but products similar to the deli type sandwiches and additional concession type products. We are successful business owners, are we are heavily involved in the local community.

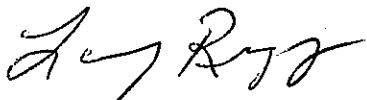
If you have further questions regarding our operations, please feel free to call us at our office at 805-462-8177.

Sincerely,

Michael Sudik



Larry Riggs



ORGANIZATION CONTACT INFORMATION

LOCAL OWNERS: **Larry Riggs**

5300 Maleza Ave.

Atascadero, CA 93422

805-712-9622 (Cell)

805-462-8177 (Office)

Email: lrushing@calinet.com

Michael Sudik

1803 N Duke Dr

Santa Maria, CA 93454

805-598-4318 (Cell)

805-922-9478 (Office)

Email: michael444@verizon.net

ORGANIZATION PRINCIPLES

Larry Riggs Owner

Larry has eight years experience in running and operating fast food quick service operations. In addition to Subway, he has operated several concession event operations. Operations experience includes the preparation of employee schedules, staff training, food purchasing and preparation, customer service and staying up to date on all food related issues. Larry is certified in food safety according to the regulations of the state of California.

Michael Sudik Owner

Michael holds a Bachelors Degree in both Business Management and Information Systems.

Michael has eight years experience in running and operating fast food quick service operations. Operations experience includes the preparation of employee schedules, staff training, food purchasing and preparation, customer service and staying up to date on all food related issues. Michael has a strong financial background to ensure profit margins, labor and COGS stays in line with a profitable operation. Michael is certified in food safety according to the regulations of the state of California

Karrie Damigos Area Manager Paso Robles

Karrie has ten years experience in the fast food industry. She currently is responsible for the day-to-day operations of four Subway locations. Her duties include day-to-day staffing and operation issues as they relate to the stores. She is responsible for 75-80 employees in the Paso Robles and Santa Maria area. Her background includes extensive hands on operational experience. From this experience Karrie understands the importance of customer's service and meeting the needs of the public in a fast paced environment.

PERSONNEL AND STAFFING

Staffing will be initially scheduled and managed by the owners and the Area Manager. With a source of 70 plus employees, opportunities are available for existing employees as well as new hires. We will hire, or promote from within our company a full time concession operations manager for Barney Schwartz Park. This will be done immediately on the award of the proposal to Riggs & Sudik, Inc. This person will report directly to the Owners of the company. We currently have several excellent candidates for the position.

The concession stand(s) will be staffed during all regular scheduled sporting events, including adult and youth league play, and all adult and youth organized tournaments sponsored or co-sponsored by the city. Concession operations will be opened by the first league/tournament game of any day and remain opened until the completion of the last league/tournament game of any day as described in the RFP. Staffing will be scheduled to ensure fast, efficient customer service.

Scheduling will be done in a concise organized manner using current methods within our company. This method includes tracking customer count, time required to serve each customer, time required for cleaning upon opening and closing the concession stands. Using these methods ensures that at no time the operations are understaffed. Also inventory is tracked and maintained at an efficient level using a computerized POS system, ensuring product is on hand.

**BARNEY SCHWARTZ PARK
PROPOSED CONCESSION MENU**

COLD SUBS

Served 8" Hoagie Style

Turkey Breast
Turkey Breast & Ham
Ham
Veggie

HOT SUBS

Served 8" Hoagie Style

Meat Ball
Pizza Sub
Hot Dogs/Chili Dogs

BREAKFAST

Danish Rolls and Donuts
Bagels with cream cheese
Coffee/ Hot Chocolate
Breakfast sandwich (Egg with Ham, Bacon, cheese)

MISC

Nachos
Chili Fritos Bowl
Popcorn
Pizza (individual)
Ice Cream
Snow Cones
Assorted Candies and Novelties

DRINKS

Pepsi Fountain Drinks
Milk
Water

ALCOHOL

Draft Beer

CONCESSIONS OPERATIONS EXPERIENCE

In addition to the eight Subway locations currently run and operated by Riggs & Sudik, Inc. we have facilitated several events that have involved catering in an outdoor environment. These are events in which we sell and facilitate several products that are in addition to the regular deli style products. These included, breakfast items, can sodas, and a variety of novelty items, such as ice cream and candy. Based on our experience we are well qualified to handle concession operations.

Some of the events we have facilitated include:

Fairgrounds	Santa Maria
Rodeo	Santa Maria
Corporate events Mid State Bank	Santa Maria & Paso Robles
Toyota Yearly Tent Event	San Luis Obispo

Additional Catering Opportunities

In the event of Riggs & Sudik, Inc. being awarded the Concession Operations at Barney Schwartz Park we would like to explore the feasibility of BBQ operations during special city events. This would involve the preparation of BBQ hamburgers and hotdogs along with the normal products sold normally through the concession operations. This could present additional income opportunities as well as additional benefits for park patrons.

Alcohol

We are interested and intend to sell Draft Beer through the concession operations. We understand that security and zone designation will be required and policies and procedures will be discussed and approved by the City.

STATEMENT OF QUALIFICATION

Our organization has been in business for eight years. We have been successful in the operation of up to ten separate Subway locations. These are similar in type to concession operations if not in fact more difficult and challenging. We have no reservations in stating that we are extremely qualified based on our experience, the systems we have in place, and the employee manpower to implement and successfully operate the concession operations at Barney Schwartz Park.

STATEMENT

This proposal shall remain valid for a period of no less than 60 Days

CONFLICT OF INTEREST

There is no conflict of interest in the provision of the proposed services.

B & G CONCESSIONS
700 RIVER ROAD # 13
SAN MIGUEL, CA. 93451
(805) 467-3308 (805) 238-2463
bandtart@tcsn.net gkrhea@charter.net

April 5, 2004

City of Paso Robles
Department of Library and Recreation Services
1000 Spring Street
Paso Robles, Ca. 93446

RE: Proposal for the Concessions at Barney Schwartz Park

B & G Concessions is submitting a proposal for consideration to the City of Paso Robles, Department of Library and Recreation Services. B & G Concession would like to be awarded the right to do business at the concession stands at Barney Schwartz Park. B & G Concessions have reviewed the requirements from the city and will comply with them in their entirety. There are no conflicts of interest exist in the provision of the proposed services with B & G Concessions.

B & G Concessions and the principals of this organization, along with the City of Paso Robles, Department of Library and Recreation Services are to serve the public, and provide quality foodservice at Barney Schwartz Park for a nominal fee. B & G Concessions have run concession, catered numerous parties, annual dinners, weddings and club events and will work with the City of Paso Robles, Department of Library and Recreation Services to help make Barney Schwartz Park a location outside organizations will continue to attend year after year.

B & G Concessions consists of two principle members, Brian Arthurs and Glenda Rhea, as co-owners of the organization. At times, specific events will require B & G Concession to add additional staff. This staff could be family members and volunteers. Any staffing issues may be addressed as needed.

Personnel:

Brian Arthurs: (805) 467-3308
Catherine Axford – Volunteer
Tracy Arthurs – Volunteer
Kevin Rhea – Volunteer

Glenda Rhea: (805) 238-2463
Robin Axford - Volunteer
Dennis Axford - Volunteer
Jan Dallons – Bookkeeper

The proposed foods which B & G Concession will sell include but are not limited to: hamburgers, hot dogs, nachos, french fries, chili, soda, water, candy, Gatorade, popcorn, pizza, ice cream, hot cocoa and coffee. B & G Concession is aware of the contract requiring the use Pepsi products and will follow the requirements of the contract.


References

- **Paso Robles Girls Softball League:** B & G concessions have been awarded the concession for Paso Robles Girls Softball League for the previous five seasons and again for the 2004 season. The season runs from March through June. The concessions are supplied for the 800 members of the league on Saturday's during the season. In June, the league holds an annual softball tournament and B & G Concessions has staffed up to three locations for approximately 2500 people in attendance. The clientele consists of parents, coaches, players and friends in the community. Foods at the concession stand include, specialty sandwiches, hamburgers, hot dogs, sodas, candy, chips, coffee and cocoa.
- **Annual Surf and Turf.** B & G Concessions caters an annual dinner party in November for Eagle Castle Winery, Jon and Jan Dallons are the owners. This event, B & G Concessions are responsible for the foodservice and helping with the set up and preparation of this private event. The annual event takes place at the Dallons home in Paso Robles.
- **SLO VETTES.** B & G Concessions have been awarded a couple of events for the SLO Vettes club. The most recent was a steak dinner in Paso Robles in December, 2003. B & G Concessions was responsible for all aspects of the foodservice for this event. SLO Vettes also used B & G Concessions for a breakfast barbeque a few years ago.
- **Native Sons Parlor 150.** The events B & G Concessions have catered for this group include, Memorial Day, Cruise night, Father's Day and district barbeques. The foodservice for these events consists of a barbeque fundraiser.
- **Barney Schwartz Park** As of March 21, 2004, B & G Concession (through Paso Robles Girls Softball League) is currently operating the concession stand at Barney Schwartz Park for the league. B & G Concession is staffing the concession stand Monday thru Friday at the park.

With over 10 years experience in catering, public works and foodservice, B & G Concession knows they can offer a stable, reliable business to the people and the community who frequent the Barney Schwartz Park. B & G Concessions have had a great acceptance at the park since March, 2004 and have already built quite a strong clientele. B & G Concessions will continue to improve the quality of the foodservice at Barney Schwartz Park through the relationships and suggestions they have already formed.

B & G Concession is open to any menu idea the park may have and can address most menu requests with proper notice. We are, however, choosing to opt out for any alcohol sales at this time.


This proposal is valid for 60 days from this date and will be for a minimum of 90 days from the date of acceptance.



Brian D. Arthurs - Owner of B & G Concessions

04-19-04

Date



Glenda J. Rhea - Owner of B & G Concessions

4-19-04

Date



Hospitality Catering

Just The Way You Like It!

Phone 805.238.7979

Fax 805.238.7386

City Of Paso Robles
Department Of Library And Recreation Services
1000 Spring Street
Paso Robles , Ca 93446

R & F corp. Inc. DBA Hospitality Catering, Hospitality Wagon, Cupids Restaurant.
179 Niblick Rd., Suite 169
Paso Robles, CA 93446
805-238-7979

Jim Reed 805.610.5514
Mark Faulkner 805.238.7979

Jim Reed is a small business owner. He is a member of the Paso Robles Chamber, Main Street Association and has served on various projects that have benefited the community.

Mark Faulkner has over 15 years experience in the food service industry, event staffing, catering, restaurant and concessions

Bill Roof & Frank Reed (certified food safety managers) will be the senior supervisors and all support personnel will be rotated in from Cupids Restaurant and Hospitality Catering.

Frank Reed brings his experience as part of the team that put together the Palos Verdes Little League ballpark facility and concession stand.

Bill Roof is able to motivate employees to do their best and bring them together to work as a team.

The concession stand will serve the following items: hot dogs, hamburgers, chips, nachos, soda, water, popcorn, candy, and ice-cream. If there is a customer demand for alcoholic beverages then they will also be available.

Because R & F Co., Inc. has a multifunctional role in the food service industry they will be able to facilitate on an ongoing basis the manpower and the food selection that will create a successful environment for the Barney Schwartz Park Concession operation.



Hospitality Catering

Just The Way You Like It!

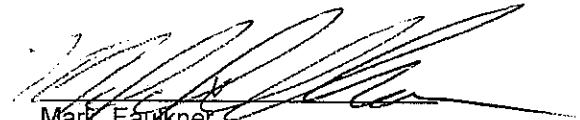
Phone 805.238.7979

Fax 805.238.7386

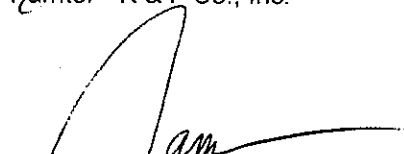
We at R & F Co., Inc. feel deeply committed to the community of Paso Robles and its families. Our goal is to serve the patrons of the park with the best quality food concessions at a fair price. We all benefit from the Barney Schwartz Park and want it to remain the outstanding facility that it is.

This proposal shall remain valid for a period of no less than sixty (60) days.

There are no conflicts of interest that exist between R & F Co., Inc. and the City of Paso Robles in the provision of the proposed services.



Mark Faulkner
Partner - R & F Co., Inc.



Jim Reed
Partner - R & R Co., Inc.