



REQUEST FOR PROPOSALS

For Catering Services at
The Ballwin Golf Club
333 Holloway Road
Ballwin, Missouri 63011

Introduction and Goals

It is the City of Ballwin's goal to maximize use of the Ballwin Golf Club for weddings, holiday parties, and other special occasions and to provide those clients with exceptional catering service alternatives. Therefore, the City is seeking proposals in order to develop a "preferred caterer's list" for the Golf Club. Preferred caterers shall be defined as those that meet the city's standards as it relates to menu variety, food quality, available services, financial viability and reputation in the St. Louis community.

The city is seeking proposals for *food catering only*. The City holds a full liquor license and will be responsible for selling, providing and serving the alcoholic beverages for the occasion. Preferred caterers may provide their clients with champagne for the head table.

The city reserves the right to accept or reject any proposals submitted; however, it is the city's desire to compile a list of up to 10 "Preferred Caterers". Qualified caterers (hereafter referred to as "contractors") are invited to submit sealed proposals for catering services at The Ballwin Golf Club according to the requirements stated in this document.

Final selection criteria will be based on the following:

- The specialized experience and qualifications of the proposing contractor
- Menu variety and quality of food in different price ranges
- Contractor's proposed cost of services
- Customer satisfaction and past performance record with clients and other similar facilities
- Meets and exceeds health department standards and maintains equipment and supplies in a clean and orderly manner
- Depth of the organization and ability to respond to all anticipated needs of the client and The Ballwin Golf Club

Questions regarding this submittal and the preferred catering program should be directed to Mr. John Hoffman, Deputy Director of Parks at 636-227-8950 or jhoffman@ballwin.mo.us.

Description of the Ballwin Golf Club

The Ballwin Golf Club was purchased by the city in the early 1970's and has been recognized as one of the outstanding nine hole golf courses in Missouri. The banquet area of the facility consists of 3,834 square feet with a seating capacity of 240 at round tables and parking spaces numbering 104. Additional parking is available just north of the complex at the adjacent aquatic center with a paved walkway between the two facilities.

Special event uses of the Golf Club are primarily restricted to evening hours due to the shared parking situation with the golf course. The golf club is currently undergoing an extensive renovation including new carpeting, wall and window treatments, countertops, chandelier and other lighting upgrades. The banquet area overlooks the patio and 80 acres of golf course.

The kitchen is approximately 300 square feet and includes a 10 burner, double oven electric stove, three well sink with disposal, a stainless steel prep table, a reach in refrigerator and access to a large walk-in cooler. All other kitchen equipment must be provided by the contractor.

Instructions and Requirements for the Proposal

1. Cover letter

Include a cover letter with your proposal from the person representing the caterer for all contact during the review, evaluation and contract process. The cover letter should indicate that the caterer has read the Request for Proposal and is in agreement with all terms and conditions outlined in the document, except as may be noted by the caterer's proposal submission.

2. Proposal Sections

Include a response to each of the following points, even if the response is not applicable to your proposal.

Company and Services

A. Ownership: Describe your company and list names of officer, partners, and tax status of your business.

B. Office of Operation: Address, phone, fax number of office proposed to be responsible for the catering operations at the Ballwin Golf Club.

C. Time in Business: How long have you been in the catering business?

D. Corporate Contacts: List the names of company representatives who will have the responsibility of the catering services for the golf club.

E. Corporate Statistics: Describe the size of the company, annual sales, list catering contracts in hand, number of employees, geographic area in which the business operates.

F. Catering Services: Description of the services your company provides (i.e. food and or beverage catering, event planning, etc.) and the types of venues to which you have provided this service.

G. Similar Clients: Please list at least three client operations most similar to the services you are proposing for the golf club. Include the following for each similar client.

1. Description of overall services
2. Name, address, and fax number of client contact
3. Date you started service with that client
4. Are you on an approved catering list or is the venue open to other caterers?
5. Have you discontinued service to any venues in the past two years and why? Please list name, address and a client contact.

H. Marketing and Sales: Provide copies of marketing materials your company has developed and is currently using at other venues. Describe your proposed sales and marketing strategy in support of the city's desire to increase use of the Ballwin Golf Club.

Note: Sales and marketing plans shall be closely coordinated with the City of Ballwin and approved caterers. All final decisions will be at the sole discretion of the City of Ballwin. The City must approve all marketing plans and material proposed by the approved caterers for the solicitation of prospective customers.

I. Customer Satisfaction: All approved caterers will ensure that customer service is of the utmost importance. It is important to the city that preferred caterers have a method whereby they are able to periodically access customer satisfaction. Do you currently have a system in place that enables your clients to evaluate your services and if not, how would you plan to implement in the future if selected as a preferred Ballwin caterer?

J. Menus and Pricing: Please provide a variety of sample menus and pricing for catering you plan to provide clients at the Ballwin Golf Club.

3. Appendix Items

A. Proof of Insurance: Contractor shall procure and maintain for the duration of the contract, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of work hereunder by the contractor, his agents, representatives, employees or subcontractors. Contractor shall not

commence work under the agreement until a certificate of insurance in the amount of \$2 million dollars, naming the City of Ballwin as a co-insured, is presented to the City.

B. Licenses and Permits: Provide confirmation that your company is fully licensed and in compliance with all applicable city, county, state, and US government code requirements and regulations.

Additional Terms and Conditions

Payment: Preferred caterers of the City of Ballwin shall pay the city 5% of gross sales for an event catered at the Ballwin Golf Club. (gross sales is defined as 5% of all monies received by the contractor for food and beverage items sold for a particular event) Payment of the 5% shall occur no later than the 10th day of the month immediately following the month in which the gross revenue was received. A copy of the gross receipts is due with the payment. The contractor shall pay the City of Ballwin \$25 per day for each monies are not submitted to the city by the 10th day of the month.

Cleaning: Preferred Caterers will be expected to clean and clear the kitchen after each use. Due to limited space in the club; caterers will not be allowed to store equipment, linens, or china on site. Anytime the kitchen has not been cleaned and cleared of equipment and debris the contractor shall pay the city a \$125 cleaning fee.

Records: The contractor shall keep proper records of events at the Golf Club which accurately reflect usage and sales. The City of Ballwin may ask to see those records pertaining to events at the Ballwin Golf Club at any time.

Agreement

Upon submission of your proposal, please indicate that you have read and agree to abide by the aforementioned programs, policies, terms and conditions, by signing the Catering Services Proposal form included in this packet.



Catering Services
Proposal Form
2010-2012

The undersigned, having examined and being familiar with the conditions affecting the service desired to be performed as outlined in the requirements and other contract documents relating to The Ballwin Golf Club Catering Service, hereby proposes and agrees to perform everything required; and to provide and furnish any and all labor, materials, tools, and expendable equipment necessary to operate the area in a safe, healthy, sanitary and efficient manner, in strict accordance with the aforementioned contract documents for the sum hereinafter specified for the years of 2010 and 2011.

Percent split of gross food sales to Ballwin Golf Club 5%

Percent split of gross food sales to Contractor 95%

The contract amount as stated above includes all sales taxes, excise taxes, and other taxes, for all materials and appliances subject to and upon which taxes are levied.

Dated this _____ day of _____, 2009

Proposal of _____ (Company Name)

Bidder's Name (printed)

Bidder's Signature

Please return signed agreement and proposal information in a sealed envelope prior to 10:00 a.m. Wednesday, December 2 to:

City of Ballwin
14811 Manchester Road
Ballwin, MO 63011
Attn: *Ballwin Golf Club Catering Proposal*