

**CITY OF CROSSVILLE**  
**REQUEST FOR PROPOSAL**

IMPORTANT: Read Instructions Carefully

**THIS IS NOT AN ORDER**  
**RETURN PROPOSAL TO:**

Page 1 of 2 pages

City Clerk  
City of Crossville  
99 Municipal Avenue  
Crossville, TN 38555

RFP Concession Services	Date issued 10/29/12
For more information call Steve Hill 931-456-6632	To be opened date/hour 11/27/12 2:00 p.m. (cst)

**NOTICE TO PROPOSER**

**THIS IS NOT AN ORDER.** Please enter unit prices, extensions, and amount for the items listed herein specified. Be sure the specifications are followed. If you are unable to supply any of the items, please quote on the nearest substitute either on this form, or attach a letter containing such description and it will be considered as part of your quotation. Prices quoted must include all delivery charges to points of delivery indicated hereon. **We reserve the right to accept or reject** any or all proposals.

Proposer's Name Jeanne Swafford  
Proposer's Address 95 Chapel Hill Dr.  
Crossville TN  
38572

The City of Crossville is seeking qualified persons, groups, or businesses to manage and operate concession stands at Centennial Park, Duer Soccer Complex, and Garrison Park. Please see attached specifications.

For further information, contact Steve Hill at 931-456-6632 or [steve.hill@crossvilletn.gov](mailto:steve.hill@crossvilletn.gov).

PLEASE SEE REVERSE SIDE FOR INSTRUCTIONS

# Mommyof2 Concessions

## Contact Information:

Jeanne Swafford  
95 Chapel Hill Dr  
Crossville TN 38572  
931-267-3001  
jeanneswafford@ymail.com

This document contains confidential information. It is disclosed to you for informational purposes only. Its contents shall remain the property of Mommyof2 Concessions and shall be returned to Mommyof2 Concessions when requested.

*This is a business plan and does not imply an offering of securities.*

*Jeanne Swafford*

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## **1. Executive Summary**

Mommyof2 Concessions is ready to start supplying Cumberland County with concession stands that offer an affordable menu and great service. We already have a great menu to work from along with some exciting new ideas. We plan on working hard to make the customers happy, working closely with the city to make our parks more inviting and with directors to make their jobs easier.

### **1.1 Business Opportunity**

Mommyof2 Concessions will take the ball and run with it. The 4 concession stands will be fully stocked with food and drink items that kids and parents will enjoy. Our first step will be to put a Snow Cone Machine in every concession stand. During the hot summer months this will appeal to kids and adults alike. We are also looking in to team cooler rentals. We would like to take advantage of every angle of business to supply the need of as many people that come into all the parks.

### **1.2 Product/Service Description**

Our Menu will be regular ball park food with some twists here and there. We will be implementing snow cone machines, family meal deals along with weekly specials. Our goal is to keep as many people in the ball park eating instead of leaving to get fast food. We want home food at fast food pricing.

### **1.3 Financial Potential**

We are estimating a net profit of about \$37000.00 for the first year. We then will make arrangements with the city to start paying them a percentage over the next 3 years as the contract is stated. This venture will be profitable for Mommyof2 Concessions, the city and all ball parks. The city will be relieved of the burden and the ball parks will have our help promoting new events.

## **2. Products**

Our menu items will be customer friendly with weekly specials and team benefits. We will be adding products like snow cones to the menu which will bring more revenue.

### **2.1 Product Overview**

Our Menu will consist of the everyday ballpark food along with some new ones. We will be adding pretzels, french fries, pizza and snow cones. We have estimated that the snow cones alone will yield a profit of \$5976.00 at our average pricing of \$1.00. Bringing in pizza and pretzels we are trying to grab the young customers. We will have a range of pricing to fit everyone's budget. Our goal is to have the players, coaches and spectators stay in the park for food instead of going out to fast food restaurants.

### **2.2 Suppliers and Inventory**

We will work with the suppliers that can give us the best products at the lowest prices. this will ensure profitability and give us the ability to offer employee incentives and customer satisfaction. Coke will be contact to arrange a new agreement to possibly lower the prices. This savings will be passed onto the customers which in turn will sell more product, increasing profitability. We would also like to discuss with Coke new signage and other promotional items.

### **3. Services**

We are a service business. Our employees will know how to service the customers with a smile and a thank you. This will be of utmost importance. The other services we will offer will be to help tournament directors with the hospitality room and we will work with teams to feed them and to supply them with drinks and ice. We want to be known as the most helpful and complete concession stand around.

#### **3.1 Service Descriptions**

Hospitality Room: for directors of tournaments we will supply the upstairs with drinks and food. This hospitality room will be for umpires and coaches of the tournament. This will save the director time and money, we will do all the work.

Team Coolers: For teams we will have a cooler rental, this will save them time and money. The rental fee will give the team a cooler filled with ice and drinks. This will sell more drinks and save the teams from having to bring big bulky coolers and then having to keep them filled.

#### **3.2 Service Delivery**

The hospitality room will be set up the morning of the tournament and will be checked on throughout the day. The director will decide what items will be furnished. The hospitality room will have its own menu with items and pricing. The director will be invoiced depending on what is consumed. The items that can not be resold will be invoiced on what was supplied.

The team coolers will be rented at the beginning of the day or in advance of the tournament by calling ahead. The coolers will have a variety of drinks depending on the what the team want. If the team calls in advance the coolers will be ready when they get there.

## **4. Marketing Plan**

Our Marketing plan will be to have family friendly pricing and service. We are there to serve the customers with a smile and a helpful attitude. With being able to shop around for the best food prices we can pass that savings onto our customers. Giving them a family friendly menu will help keep them inside the gates instead of going to a neighboring fast food place. Our marketing plan will consist of many advertising tools from flyers to new signage, family specials and eating area. We want all the family and friends to eat with us.

### **4.1 Competitive Advantage**

Our competitive advantage is that we have been involved in the sports arena for many years. We have been on all sides of this spectrum. We have been parents of players, run concession stands, headed up fundraisers and directed tournaments. We will use this expertise to our advantage. We understand what is need from a concession stand and we know how to go about getting that. We will use all of skills to market the Mommyof2 Concessions to players, coaches, parents, directors and the city in a whole. We have been in the advertising business before and understand the importance of marketing and doing it right.

### **4.2 Promotional Plan**

We have budgeted for \$600.00 in promotional material for the year. This is just a small amount and might have to be increased if we see better ways to advertise the concessions. the first thing we will be doing is making flyers and menus. The flyers will be sent to the teams in the tournaments through the directors. These flyers will explain the rental options for the teams along with a menu of all our items and prices. We will be running specials and these will be listed there too. The directors will get a hospitality room packet explaining their opportunities for the upstairs rooms. The weekly games will receive menus through their directors of the league. New signage will be looked into and purchased for around the fields to remind spectators of what we sell. Certificates will be made so directors can use them as incentives or giveaways which will be 1/2 off items.

## **5. Operating Plan**

Mommyof2 Concessions will be over all concessions stands at Centennial Park; Garrison Park and Duer Soccer Field and will hire the right employees to cover all aspects of the business. There will be a director in the area at all open times making sure everything is running the way it should. the first thing we will do is get the business license, EIN number and Sales Tax number. We will then start with the "nuts and bolts" by going to the stands and cleaning them. The state certification will be very important to us so everything must be kept clean.

### **5.1 Operating Equipment**

All equipment that is in place will be taken care of and cleaned daily. We will ask to take an inventory ourselves before anything starts with all the equipment, supplies and miscellaneous items listed with a count and their physical condition. This will be given to the city and signed by both parties. We will be adding to the equipment throughout the year to give us the ability to offer more to the customers. We are already planning on purchasing snow cone machines to add to each concession stand, this will be a cost of about \$450.00 for a total of 5 of them. This cost is in the budget under restaurant supplies. We will be using the office upstairs at Turner for ordering and receiving. We will be putting a computer system up there which will have our inventory & financial software on it. Other equipment needed will be decided on at a later date. The coolers, freezers, grills, appliances (like coffee machine, nacho cheese dispenser and pop corn machine) and ice machines will be cleaned and maintained according to the TN health code.

### **5.2 Suppliers and Vendors**

We will work with the suppliers that give us the best service and the best products at the most favorable prices. We will negotiate with Coke to see if we can continue working with them. We will try to shop locally like Walmart or Mizkan. We will also shop at locations who have good deals like Sam's or Cash n Carry in Cookeville. All deliveries will be made to the concessions with one of the directors being there to receive them.

### **5.3 Personnel Plan**

We plan to continue hiring for the concession positions like the city has in the past; seniors in high school and college students. We are planning on hiring up to 15 employees to work all 4 concession stands. We will also have a list of qualified people who can work part time during big tournaments. All of our employees will receive W2s at the end of the year and will be listed on our Workman Comp Insurance. All employees will be given a code of conduct which will also include a dress code. These will come with their new hire forms and employee handbook that will be returned signed and kept in the office. We will have at least 3 employees working in each concession stand unless its very slow which we will then let one go home. There will be a director floating to all open concession stands at all times. This director will start all concession stands with the money and will pick up the money at the end of the shifts. We will expect all employees to be doing something at all times. We will also be giving incentives to the



most productive stand and the best workers. We want the employees to have fun while they work but it will not be a social gathering.

#### **5.4 General Operations**

Our hours of operations will be determined by the start of all events. The employees and director will have to arrive at least an hour before the event starts and open the concession stands at least 15 minutes before the event opens. We understand that the concessions need to be opened at every event and will follow the contract to do so. We will follow the guidelines of the state as far as how many hours each employee can work and when they must take breaks. There will be different shifts for tournaments so no one person has to be there the whole time. We will work with the employees on needed time off as long as it is known in a timely manner.

They will make sure everything stays looking clean and inviting, doing bathroom checks frequently.

We will run Mommyof2 Concessions as a family operation. We will all get along and do whatever it takes to make our customer happy.

## 6. Goals and Strategies

Mommyof2 Concessions will strive the first year with marketing and cost accounting to double the income of the concessions. With this in mind we know that a budget can be hit or missed. The concessions rely on tournaments making and mother nature. We know that if our income does not hit the budgeted amount we will have to cut expenses to keep our bottom line out of the red. Our goal for this business is to grow the services to meet the needs of everyone involved. We are planning on making it a success through out the years and work hand and hand with the city.

### 6.1 Business Goals

- Signed 3 year agreement starting in December 2013
- Giving the city 3% - 7% of profit as rental agreement
- Purchase a shaved ice machine for every stand  
Their cost is \$2300.00 on average, these are the big block machines
- Need to hire a manager and more employees
- Be able to help our local school teams with fundraisers through the concessions.
- Start catering for picnics or outdoor events

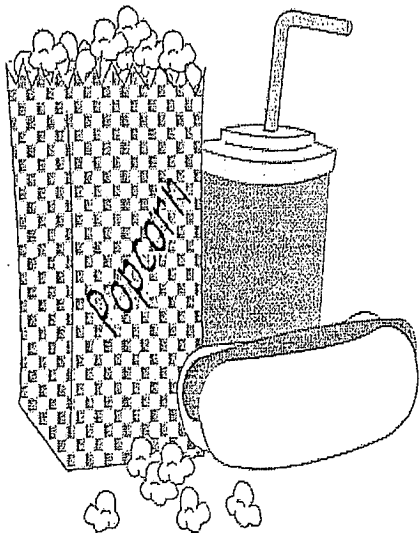
Offer new products

### 6.2 Future Plans

## **7. Appendix**

This section contains the following information and supporting documentation:

- Menu
- Budget
- Insurance



# MOMMYOF2 CONCESSIONS

## 2013 MENU

HAMBURGER	\$2.50	POPCORN LG.	\$1.00
CHEESEBURGER	\$3.00	SM.	.50¢
HOT DOGS	\$1.50	CHIPS	.50¢
W/ CHILI & CHEESE	\$2.00	POWERADE	\$1.50
NACHOS	\$2.00	WATER	\$1.00
W/ CHILI	\$2.50	SOFT DRINKS	\$1.50
PIZZA	\$2.50	HOT CHOC. / COFFEE	
FRENCH FRIES	\$2.00	LG.	\$1.00
W/ CHILI & CHEESE	\$2.50	SM.	.50¢
PRETZELS	\$1.50	SWEET TEA	\$1.00
PICKLE	\$1.00	SNOW CONES LG.	\$1.50
CANDY	.25 TO .75	SM.	.75¢

*\*ASK ABOUT OUR WEEKLY SPECIALS AND OUR FAMILY MEAL DEAL.*

**Mommyof2 Concessions**  
**Profit & Loss Budget Overview**  
 January through December 2013

	Jan - Dec 13
Ordinary Income/Expense	
Income	
Food Sales	
Special Events	5,000.00
Tournament Sales	146,000.00
Weekly Sales	52,500.00
	203,500.00
Total Food Sales	203,500.00
Total Income	203,500.00
Cost of Goods Sold	
Food Purchases	57,850.00
Restaurant Supplies	3,500.00
	61,350.00
Total COGS	61,350.00
Gross Profit	142,150.00
Expense	
Advertising and Promotion	600.00
Bank Service Charges	120.00
Business Licenses and Permits	1,250.00
Insurance Expense	
General Liability Insurance	996.00
Worker's Compensation	2,462.00
	3,458.00
Total Insurance Expense	3,458.00
Janitorial Expense	575.00
Miscellaneous Expense	200.00
Office Supplies	550.00
Payroll Expenses	96,813.00
Professional Fees	450.00
Repairs and Maintenance	400.00
Uniforms	525.00
	104,941.00
Total Expense	104,941.00
Net Ordinary Income	37,209.00
Net Income	37,209.00

State Farm Fire and Casualty Company  
**Food Shop Policy**  
 Prepared: October 3, 2012

Prepared for: SWAFFORD, JEANNE DBA SWFFORD  
 REFRESHMENTS  
 95 CHAPEL HILL DR  
 CROSSVILLE, TN 38555-3804  
 Phone: (931) 267-3001 (Home)

Prepared by: Suni Nelson  
 848 Livingston Rd Ste 104  
 Crossville, TN 38555-6719  
 Phone: (931) 484-5252  
 Email: bob.folger.nl64@statefarm.com

Quote Effective Date: 10/03/2012

Quote Results

Coverages

	Limit	Premium
Coverage B - Business Personal Property	20,000 - Replacement Cost	889.00
Loss Of Income And Extra Expense	Actual Loss Sustained - 12 Months	
	1,000,000	62.00
Coverage L - Business Liability - Per Occurrence	2,000,000	
Coverage L - Business Liability - Annual Aggregate Limit	2,000,000	
Products / Completed Operations Liability - Annual Aggregate	300,000	
Damage to Premises Rented to You	5,000	
Coverage M - Medical Expenses		
Policy Deductibles	1,000	
Basic Deductible	250	
Employee Dishonesty	1,000	
Equipment Breakdown	500	
Inland Marine Computer Property Form	250	
Money and Securities		
Discounts and Charges		(44.00)
Protective Devices Discount		
Extensions of Coverage	5,000	
Accounts Receivable (Off Premises)	10,000	
Accounts Receivable (On Premises)	5,000	
Arson Reward	15,000	
Back-Up of Sewer or Drain	Included	
Collapse	Coverage B Limit	
Damage To Non-Owned Buildings From Theft, Burglary Or Robbery	25% of covered loss	
Debris Removal	5,000	
Dependent Property - Loss of Income	10,000	
Employee Dishonesty	Included	
Equipment Breakdown	5,000	
Fire Department Service Charge	5,000	
Fire Extinguisher Systems Recharge Expense	3,000	
Food Contamination Additional Advertising Expenses	10,000	
Food Contamination Per Occurrence	10,000	
Forgery Or Alteration	Included	
Glass Expenses	10%	
Increased Cost Of Construction And Demolition Costs (applies only when buildings are insured on a replacement cost basis)		

This is a sample quote that contains only a general description of some available coverages and limits with an approximate premium, subject to eligibility. It is not a contract, binder of coverage or coverage recommendation. All coverages are subject to the terms, provisions, exclusions, and conditions in the policy and its endorsements. If information used for rating changes or different rates are effective at the time of policy issuance, this rate quote may be revised. If you have any questions, please contact my office.

## Food Shop Policy

<u>Quote Results</u>	<u>Limit</u>	<u>Premium</u>
Inland Marine Computer Property Form	25,000	
Inland Marine Computer Property Loss of Income / Extra Expense	25,000	
Money And Securities (Off Premises)	5,000	
Money And Securities (On Premises)	10,000	
Money Orders And Counterfeit Money	1,000	
Newly Acquired Business Personal Property (applies only if this policy provides Coverage B - Business Personal Property)	100,000	
Newly Acquired Or Constructed Buildings (applies only if this policy provides Coverage A - Buildings)	250,000	
Ordinance Or Law - Equipment Coverage	Included	
Outdoor Property	5,000	
Personal Effects (applies only to those premises provided Coverage B - Business Personal Property)	2,500	
Personal Property Off Premises	15,000	
Pollutant Clean Up And Removal	10,000	
Preservation Of Property	30 Days	
Property Of Others (applies only to those premises provided Coverage B - Business Personal Property)	2,500	
Seasonal Increase - Business Personal Property	25%	
Signs	10,000	
Signs	1,000	
Spoilage (applies only to those premises provided Coverage B - Business Personal Property) Expediting Expenses	5,000	
Spoilage (applies only to those premises provided Coverage B - Business Personal Property) Off Premises	15,000	
Spoilage (applies only to those premises provided Coverage B - Business Personal Property) On Premises	12,000	
Utility Interruption - Loss of Income	10,000	
Valuable Papers and Records (Off Premises)	5,000	
Valuable Papers and Records (On Premises)	10,000	
Water Damage, Other Liquids, Powder Or Molten Material Damage	Included	907.00
<b>Total Annual Premium</b>		<b>75.58</b>
<b>Monthly Premium (Service charge not included)</b>		

**Rating Information**

Location 1 - 837 industrial blvd crossville

Address: 837 Industrial Blvd  
Crossville, TN 38555-5400

County: Cumberland

Is this address inside the city limits: Yes

Earthquake zone: 04

Occupancy / Ownership: Tenant

Type of business: 553 - Refreshment

Stands - mobile or permanent - w/th grill or fryer

Year built: 2003

Number of years the applicant has owned and

operated the same type of insured business: 0

Construction: Masonry

Territory Zone: 03

Subzone: 01

Annual Sales: 20000

This is a sample quote that contains only a general description of some available coverages and limits with an approximate premium, subject to eligibility. It is not a contract, binder of coverage or coverage recommendation. All coverages are subject to the terms, provisions, exclusions, and conditions in the policy and its endorsements. If information used for rating changes or different rates are effective at the time of policy issuance, this rate quote may be revised. If you have any questions, please contact my office.