

**Addison Circle Park
Kitchen & Pavilion
Concession Services**



ADDISON

Proposal Overview



The Concept

Kelcher Entertainment Group, doing business as MD Circle Cafe, LLC, proposes branding the Kitchen & Pavilion at Addison Circle Park as the Circle Cafe.

Hours of Operation*

Monday – Friday 4 pm - 9 pm

Saturday – Sunday 10am - 9 pm

*Vendor will work with staff to expand weekday hours to respond to demand.

Payment Methods

Vendor will provide point of sale services and tills to handle credit and cash payments.

Revenue Split

Concession Revenue	15% to the Town
Alcohol Revenue	30% to the Town
Rental Revenue	30% to the Town

Proposal Overview

Descriptions

EATS

PIZZA	\$7.00
WINGS	\$7.00
WRAPS	\$7.00
SALAD	\$7.00
SANDWICH	\$7.00
FRUIT	\$3.00
CHEESE PLATE	\$7.00
HUMMUS	\$7.00
VEGGIE TRAY	\$7.00

COMBOS

ALL COMBOS INCLUDE A FOUNTAIN
DRINK & CHIPS OF YOUR CHOICE

#1 SANDWICH COMBO	\$10.00
#2 WRAP COMBO	\$10.00
#3 CHICKEN NUGGETS	\$8.00
#4 HOT DOG	\$7.00

SNACKS

SNO CONE	\$3.50
ICE CREAM BARS	\$2.00
ICE CREAM CUP OR BOMB POP	\$2.00
CANDY BARS	\$2.00
COTTON CANDY	\$2.00
GRANDMA'S COOKIES	\$2.00
CHIPS	\$2.00
PICKLE	\$1.00

DRINKS

GATORADE	\$3.00
BOTTLED WATER	\$2.00
FOUNTAIN DRINK	\$2.00
WINE	\$7.00
BEER	\$4.00
FROZEN COCKTAILS	\$7.00



The Menu

The menu is based on successful sales at other similar concessions which Kelcher Entertainment Group operates and is viewed as a base to build from. The vendor will monitor and adapt the menu to fit the needs of Addison Park Users. For example, once demand grows early morning hours may be offered and coffee would be added to the menu.

Rentals

Vendor will also rent the pavilion for private parties and work with the Parks Department to offer games that would compliment park use.

Special Events

The vendor understands that the pavilion will be used by the Town during special events.

**WE WORK HARD, SO
YOU DON'T HAVE TO**



Equipment

Concessionaire will utilize existing equipment that is located in the kitchen and will supplement their needs by purchasing equipment or utilizing equipment they have in stock.

Staffing

Because of their structure Kelcher Entertainment Group has the ability to deploy trained staff when and where necessary.

Permitting & Other Requirements

Vendor has experience meeting RFP requirements such as

- Certificate of Occupancy
- Proof of Insurance
- Health Permit
- Sign Permit
- Special Use Permit
- TABC

A BULK OF SERVICES



THE CIRCLE CAFE

THE CIRCLE CAFE

EFFECTIVE PROCESS MANAGEMENT

One of the core strengths of Kelcher Entertainment Group is its ability to do everything in-house. This means faster product delivery and quality products and service on call. K.E.G. also employs a team of marketing professionals and graphic designers capable of maintaining a Facebook page for The Circle Cafe if necessary.

We have the ability to facilitate concession equipment anytime, anywhere. Our internal network of suppliers, storage and delivery vehicles keep our points of sale fully stocked, producing visible results. Our image and reputation is very important to us, and it shows in the quality of our work ethic and products. Our staff is both TABC qualified and food handling certified.

- **City Council action on the Agreement June 22, 2021**
- **Permitting begins June 22, 2021**
- **Mobilization of equipment will begin by July 20, 2021**
- **Concession Services offered to Park Users July 27, 2021**