



Exeter Township Board Of Supervisors
4975 DeMoss Road
Reading, PA 19606

David G. Speece, Michelle P. Kircher, John Cusatis, Gregory Galtere, Joseph R. Staub

Reading Country Club
5311 Perkiomen Ave
Reading, PA 19606

Monday, April 19, 2020

Re: Engagement / Food and Beverage Operations Feasibility Site Survey

Good Afternoon Board Members,

After listening and learning a little about The Reading Country Club, I see a great facility that is worthy of the passion and memories associated with its rich history. My goal is to illuminate the true operational and financial value it can represent as a regionally recognized leader in banquet, event and conference services with acclaimed retail dining, beverage and merchandise presence to complement existing and future golf operations

After attending a town hall meeting and receiving a tour with your facilities manager, I am suggesting a feasibility site survey be prepared by my team. In my two visits I have observed and listened to some of the conditions that have given you reasons for exploring the next steps in assessing the potential uses, operations, management, and lease/sale opportunities. In my professional experience the best way to ensure success in any of the possible scenarios is to secure a site specific business model that reflects the historical data, demographics, current physical plant, repair and maintenance costs, and financial projections that match current and future trends in the hospitality industry.

Profitability in the food and beverage business is created *before* you execute a single meal or event. **Chefsoul Culinary** provides systems, standards and solutions for clients in both the public and private sector. This engagement will provide the most important tools needed to make informed decisions about the future of this food & beverage operation whether you decide to operate, outsource, lease, or formulate a blended relationship to manage the risks and rewards associated with the rise to successful operations with the facility.

We are pleased that you have chosen Chefsoul Culinary as the team to help satisfy your needs.

Thank you for this opportunity and I look forward to hearing from you.

A handwritten signature in black ink, appearing to read "Keith M. Taylor", written over a light blue horizontal line.

Keith M. Taylor
President / Executive Chef
Chefsoul Culinary Enterprises

I have spent the last few days discussing your project with my team. In looking at the timing necessary to deliver a results driven feasibility site survey for your decision making process, we can prepare your complete survey text and financials in 30-45 days from the agreed date of engagement.

We bill for our regularly occurring consulting services on an hourly basis. Our prevailing rate of \$195.00 per hour is how it is calculated, or, it is based on a proposed project completion date at a negotiated total project rate. For that reason, we try to accurately assess what tasks our clients expect of us and how often they need to be completed.

For this feasibility site survey we charge a flat rate with a 50% deposit of the total project bill at the time of engagement and the balance due upon the agreed delivery date. The estimated time necessary to complete the survey for The Reading Country Club food and beverage operations is estimated at four to six (4-6) weeks.

The engagement for the complete project will be \$5500.00

**\$2750.00 engagement due upon signage of this letter
\$2750.00 due upon agreed completion date and delivery**

Our fee of \$5500.00 will provide for us working from our office and your Exeter, PA location. Included in that fee we will provide copies of the final presentation with supporting financials that reflect total food and beverage operations including event services, restaurant, retail merchandise, and all food service related matters. We will schedule an opportunity to discuss all matters related to the site survey and questions about my findings and suggestions. That will end the deliverables of the engagement.

Feasibility Site Survey will include but not be limited to:

Presentation File

- Agenda, Location, Demand, Demographics
- Historical Data & Physical Plant Analysis
- Repair & Maintenance Assessment
- CG&S and FF&E Requirements
- Management Team Descriptions & Qualifications
- Event Sales Brief
- The Product: Gracious Hospitality
- Marketing Planning & Conditions
- New Revenue Centers
- General Store & Direct To Consumer Sales
- Proposed Operations Review

Financial File

- Capital Budget
- Sales Projections
- Labor Projections
- Budget Assumptions
- Annual Operating Budget - Year 1
- Annual Operating Budget - Summary
- Projected Sources & Uses of Cash (Development & Start-Up Period)
- Five Year Operating Projections



Our goal is to add value to the Exeter Township Board Of Supervisors decision making process by providing the same range of culinary expertise available to larger corporations through their in-house food and beverage departments. We want our clients to think of us as an important part of their food and beverage department...only less expensive.

Our hourly rate for any additional training beyond what has been offered is \$195.00 per hour. Our payment terms are due upon receipt and we require a deposit in the amount of \$2750.00 to begin this site survey engagement.

Please review this information, and I look forward to meeting you to finalize. If you have any questions about the content of this communication, please do not hesitate to call.

Thank you for your consideration.

Project Agreement

Exeter Township / Reading Country Club accepts the terms of this proposal and gives Chefsoul Culinary permission to begin this engagement.

Events/Restaurant/Bar/Kitchen Operations & Culinary Management Consulting \$5500.00

Notes: Any professional fees and services will be billed as an out-of-pocket expense and purchased only with client approval. At the start of the project, Chefsoul Culinary requests a budget to schedule professional surveys, photography, inspections, and will be responsible for providing a file containing all site specific images, reports and documents as needed.

Payment Terms

One half of the total project amount is paid upon agreement to perform the work. Final half is due as stated in this document and at the time of the proposed project completion. All invoices are due upon receipt. Unpaid invoices over 30 days are subject to a 3% finance charge.

Exeter Township-Reading Country Club / Representative

Name: _____

Signature: _____

Date: _____

Chefsoul Culinary Enterprises

Name: Keith M. Taylor

Signature: _____

Date: _____

Send your approval electronically to: chefkeithtaylor@gmail.com

Please make all checks payable to: Keith M. Taylor