



Top Shelf Concessions

Request for Proposal

Concessions Operations for
City of Dalton

Presented by Tony Black
06/06/22

COPY

APPLICATION

Applicant Name(s): Tony Black

Company Name (if one): Top Shelf Concessions

Mailing Address: 19 Candlestick Cmn NW, Cartersville GA 30120

Email Address: tony@topshelfconcessions.com

Contact Phone #(s): 423-255-6353

COMMISSION PROPOSAL

Year # 1 GROSS PERCENTAGE (July 1, 2022 – June 30, 2023): 15% (Paid Monthly)

POINT OF SALE TRANSACTION SYSTEM TO BE USED:

Clouet or Square

RFP Check List –

- ☒ A letter of interest
- ☒ Qualifications of the Proposer's relative experience in operating a concession or other similar business enterprise, including relative size of business operated, type of retail sales, etc.
- ☒ A sample menu, including proposed prices.
- ☒ A current inventory list of concession equipment (in good working condition) either owned or leased.

- ☒ At least three (3) persons or businesses that have firsthand knowledge of the proposer's ability to successfully operate and maintain a high-quality concession. References should include current addresses and phone numbers.
- ☒ A proposed gross sales commission commitment to the City for year 1 of the contract.
- ☒ Document any successful history your company has operating a Point of Sale Register in which credit card payments are accepted.
- ☒ Include food safety certifications
- ☒ Proof of completion of the City's Vendors packet



Tony Black, President
Top Shelf Food & Beverage Management LLC
19 Candlestick Cmn NW
Cartersville, GA 30120
423-255-6353
tony@topshelfconcessions.com

City of Dalton
ATTN: Concessions Operations for City of Dalton

As President of Top Shelf, I am delighted to submit this Letter of Intent to contractually meet your concession needs for The City of Dalton.

The Top Shelf team brings over 15 combined years of experience handling concession venues. Listed below is just a glimpse of our commitment to professionalism:

- Providing top of the line products and equipment to ensure the highest quality.
- Reliable and accurate accounting, inventory and audit systems.
- Experience with current health codes, fire codes and requirements.
- Experience in building menus to adapt to each environment.
- Complete and tiered staffing that includes Management, Team Leaders, and Team Members.

As the number of programs, facilities and expectations continue to grow for the City of Dalton, we are confident that we can take your food & beverage management services to the next level. As you will see in our proposal, we are well-prepared and excited to assist in your vision and growth. Outlined in the attached package, please find the requested elements and answers to the RFP.

We feel that Top Shelf will exceed your expectations with our professionalism, efficiency and experience in the industry. We are appreciative of your consideration and look forward to providing any additional information you may need.

Best Regards,

Tony Black

President
Top Shelf

Qualifications and Information:

- **Details on qualifications of Staff:**

Top Shelf Food and Beverage Management LLC is located in Cartersville, GA. It is a solely owned LLC, with its sole owner being Tony Black. Tony attended the University of Georgia before beginning a position with Chick-fil-A as an Outside Sales Manager. With this position, he oversaw accounts that included Georgia World Congress Center, Phillips Arena, Georgia Dome and the Georgia International Convention Center. During his 5 year tenure, Tony was able to increase sales from \$200,000 annually to over \$2 million in annual gross revenue. Tony has over 15 years experience in the food and beverage industry. In 2015, Tony helped create Top Shelf Concessions, Inc. to create and oversee the concessions operation for LakePoint Sports located in Emerson, GA. From July 2015 to January 2020 (completion of contract), Tony acted as President and COO, while overseeing the day-to-day operations as well as the growing demands that were needed by the expansion of the LakePoint layout. In 2020, Top Shelf F&B mgt. was created as a restructuring from Top Shelf Concession Inc. (in which Tony was a 25% stake holder). After securing the rights to purchase the business from his previous partners and becoming sole owner, he renamed and reinvented the venture in order to grow into various locations.

- **Method of Operations:**

Top Shelf will take a comprehensive approach while implementing its plan to execute the food & beverage operation at the desired facilities for the City of Dalton. This plan will begin with the hiring of a local team that will include Team Members, Team Leads and Management. Top Shelf believes in enriching the local area by job creation and utilization of local employees. After the hiring process, Top Shelf will implement its training program that will ensure that all employees are professionally trained to adhere to the highest service and food standards. Below find a description of each position and the estimated amount hired by Top Shelf (in parenthesis).

- a. Team Member (12) - Handle day to day duties including but not limited to Cashiering, Cooking, Cleaning, Stocking.
- b. Team Lead (2-3) - Oversee day to day operations of Team Members and also assist in Inventory Reporting, Opening Duties, and Closing Duties.
- c. Management (1) - Oversee Team Leads and Team Members. Responsible for accepting and checking in truck deliveries, daily accounting and reporting, scheduling and up-keep of the overall

standards set by Top Shelf. Serv Safe Certification will either need to be held prior to hiring or will be obtained in the first 60 days of employment. Being a point person for communications with the City of Dalton will also be included in the scope of job. We believe in maintaining an open and collaborative relationship that includes communication and transparency.

- d. President - Tony Black believes in continual interaction with employees and the Client (City of Dalton). Tony will conduct routine site visits on a bi-weekly/monthly basis along with monthly sit down meetings with management staff and scheduled meetings with City of Dalton staff if desired. The initial implementation (hiring, training, initiating plan) will be overseen by Tony and he, along with the Top Shelf Startup Team, will be the lead in training and staffing of all positions associated with the contract.

Top Shelf will assess all venues and address any equipment needs to ensure that each facility will be able to meet all desired needs. Any need being found will result in the purchase, delivery and setup of equipment by Top Shelf. We will use the newest and best equipment available at the time. Through the utilization of this equipment, we believe that our menu mix will meet and even exceed expectations. Top Shelf also possesses a large inventory of equipment that will be available if deemed necessary. Through communication with the City of Dalton, Top Shelf will staff and order appropriately to ensure that operational days are executed with the highest expertise in the industry. This will be executed with the utmost attention paid to Customer Service, Cleanliness and Cost Effectiveness.

- **Details on Qualifications of Top Shelf:**

Since its inception in 2015, Top Shelf has experience in overseeing multiple events across many platforms. Top Shelf has the capacity and flexibility to adapt to any event size. We have successfully navigated large scale events such as week-long Baseball tournaments, Cheerleading events, State Wrestling championships and highly touted (Under Armor, Adidas, Nike) summer basketball

tournaments. These highlighted events ranged from 1000 to over 10,000 people per day. In 2019, Top Shelf serviced 1.1 million customers across our various accounts. In 2021, despite the unfortunate events attributed to the Covid 19 pandemic, Top Shelf



still serviced over one million customers across its 13 locations and experienced business growth in an environment that would have suggested otherwise.

Work Processes:

- **Types of Uniforms and Dress Code:**

Top Shelf supplies its staff with logo'd apparel to wear during all shifts. Our dress code (a section in our employee handbook) is to be adhered to at all times during operation. Warmer weather dress code consists of Top Shelf T-shirt, Khaki shorts and tennis shoes (non-stick if required due to facility conditions). Colder weather dress code consists of Top Shelf Long sleeve shirt, Khaki pants and tennis shoes. An approved jacket may be worn if circumstances warrant.

- **Menu and Food Selection Process:**

Top Shelf's owner, Tony Black, has extensive experience of over 15 years in the food industry. This allows him to create unique experiences and menu items that cater to local preferences, while also providing the staples to any concessions menu such as; Hamburgers, Hotdogs, snacks and drinks.

- **Sample Menu and Pricing:**

Please find an example attached at the end of the proposal. Each menu we design is venue specific. This is presented as an example and is not a rigid representation. MENU MIX AND PRICING ARE FLEXIBLE UPON REQUEST BY City of Dalton.

- **Labor Scheduling:**

"Homebase" is the program that we utilize to schedule our staff. We enjoy the unique benefits it provides, such as:

- Smart phone application that can immediately alert staff of scheduled shifts.
- Messaging capabilities with individual staff or the staff as a whole.
- The ability for staff to drop, trade or add shifts as they desire, allowing for a flexible work schedule.
- Scheduling for multiple locations with designations that make it easy for the staff to understand where they are needed.

The Homebase logo is a dark gray rectangle with the word "homebase" in white, lowercase, sans-serif font.

- **Proposed Commission:**

Top Shelf is proposing a **15%** commission to be paid to the City of Dalton on a monthly basis

- **Sanitation Policies:**

We adhere to all sanitation policies that are taught in the Serv Safe program. All management staff are required to have Serv Safe certification either prior to or within 60 days of hiring. We are also aware and thoughtful towards recent health concerns involving Covid and any future health concerns that may arise. Top Shelf will continue to be advised by the recommendations of Local, State and Federal health organizations and experts and adhere to any policies or approaches that are set forth.

- **Point of Sale System:**

Top Shelf partners with Clover to operate a high quality Point of Sale System that allows for us to maximize information for greater customer interaction and to ensure that we continue to offer



options that are most highly sought after. We utilize Clover for all Cash and Credit transactions to be taken. This includes all potential transaction options such as Apple Pay, Samsung Pay, Google Pay, etc. All sales are recorded through Clover and conveniently stored in an account that will be specific to the City of Dalton contract. The Clover interface allows both Top Shelf to get as specific or generalized in the sales data as desired. Monthly reports will be tracked by Top Shelf and used to produce the commission percentage for City of Dalton. A breakdown of this monthly report will be mailed to the City of Dalton, for records and verification, every month.

- **Current Inventory List of Concessions Equipment:**

Top Shelf currently has an extensive list of concessions equipment that would be available to this account. This equipment list consists of (but is not limited to): warmers, popcorn machines, grills, freezers & refrigerators. Top Shelf also has the resources to purchase any necessary equipment to provide the services that are required by the City of Dalton.

- **Certificate of Insurance:**

A Certificate of Insurance will be provided upon award of contract. This insurance certificate will include all insurance requirements requested by the City of Dalton.

- **Performance Statement:** Top Shelf has a vision to offer a first class experience that is unrivaled by its competitors. The Top Shelf difference is that we can bring an upgraded experience to a more local and hometown sports venue or arena. Top Shelf has the outlook to make this a long lasting relationship that benefits all parties but most

importantly with a focus on Customer Service and Quality. We want to ensure that the facilities of the City of Dalton are held in highest regards among their patrons and peers.

Related Projects and References:

- Top Shelf enjoys a list of clients that are similar in nature and scope to the City of Dalton. Our list of current Clients that are similar to Dalton are as follows:
 - City of Cartersville
 - Dellinger Park Softball Complex
 - Dellinger Pool
 - City of Chattanooga
 - Summit Softball Complex
 - Warner Park
 - Frost Stadium
 - Cobb County
 - Al Bishop Softball Complex
 - Seven Springs Water Park
 - Cobb County Civic Center
 - City of Kennesaw (Kennesaw Baseball Association)
 - Kennesaw Baseball Park
 - Kennesaw Softball Park

This list includes a vast array of venues such as: Baseball & Softball parks, Civic Centers & Water Parks

We service these clients during their respective sports seasons and also during any tournaments and added events that they may have.

References:

- A. Tom Gilliam - Director - Cartersville Parks and Rec
100 Pine Grove Rd., Cartersville GA 30120
770)607-6173
- B. Mario Henson - Services Division Manager - Cobb County
1792 County Services Parkway, Marietta GA 30008
770)528-8806
- C. Nathan Cook - Facility Director - Summit Softball Complex (Chattanooga)
4900 La Collina Way, Ooltewah, TN 37363
423)903-0674



Entrees

Hamburger	\$4.50
Cheeseburger	\$5.50
Hot Dog	\$3.50
Nachos & Cheese	\$4.50
Add Jalapenos + \$0.50	

Top Shelf Loaded Nachos \$7.00
BBQ Pulled Pork, Nacho Cheese & Jalapenos

Top Shelf Loaded Fries \$7.00
BBQ Pulled Pork, Nacho Cheese & Jalapenos

Pulled Pork Sandwich \$5.50

Snacks & Sides

French Fries	\$3.00	Chips	\$2.00
Cheese Fries	\$4.00	Popcorn	\$2.50
Cotton Candy	\$4.00	Pickle	\$2.50
Boiled Peanuts	\$3.00	Slim Jim	\$3.00
Candy (Assorted)	\$2.00		

Beverages

Coca-Cola Bottle	\$3.25	Body Armor	\$4.00
Powerade	\$3.25	Monster Energy	\$4.25
Bottled Water	\$2.00		



Ice Cream

Mini Melts	\$5.00	Frozen Lemonade	\$5.00	Sno Cones	\$3.50
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Have a Top Shelf Day!

WE ACCEPT ALL MAJOR CREDIT & DEBIT CARD PAYMENTS



LIMITED MENU DURING CERTAIN TIMES & EVENTS

FINANCE DEPARTMENT
P.O. BOX 1205
DALTON, GEORGIA 30722
PHONE: (706) 278-6006
FAX: (706) 277-4640



FOR CITY USE ONLY

<input type="checkbox"/> Initial Application		<input type="checkbox"/> Revision	
Vendor ID			
Month	Day	Year	
Initial Below when complete Packet Completion verified _____			

VENDOR APPLICATION

Contract Number _____	
Project Name _____	
Top Shelf Food and Beverage Management, LLC	
Company/Individual Name: _____	
Top Shelf Concessions	
Doing Business As: _____	
19 Candlestick Cmn	
Physical Address: _____	
Cartersville	GA 30120
City: _____	State: _____ Zip Code: _____
N/A	
Remittance Address for payments: _____	
City: _____	State: _____ Zip Code: _____
Principal line of business, please briefly describe any services or products provided: _____	
Concessions, Food & Beverage Services	
423-255-6353	
Phone Number: _____	Fax Number: _____
E-Mail Address: _____	
tony@topshelfconcessions.com	
Vendor Contact/Representative: _____	
Tony Black	
Organized as: <input checked="" type="checkbox"/> Individual <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation	Date: 02/20 State: GA
Federal Tax ID Number (if company): 8 4 4 4 4 7 7 5 9	
Social Security Number (if individual): _____	
DUNS Number: _____	
Special Status: <input type="checkbox"/> DBE-Disadvantaged Business Enterprises (Please submit copy of certificate)	
<input type="checkbox"/> MBE-Minority Owned (Please submit copy of certificate)	
<input type="checkbox"/> WBE-Women Business Enterprises (Please submit copy of certificate)	

I certify, under penalty of perjury, that the following statement is true:

"By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to § 12-12-106."

Company Name: Top Shelf Concessions

Signature: [Signature]

Print Name: Tony Black

STATE OF Georgia

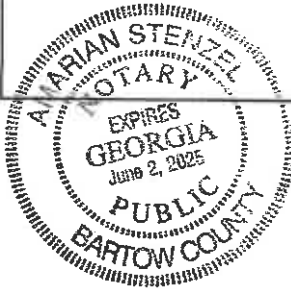
COUNTY OF Bartow

On this 6th day of June, 2022, before me personally appeared, to me known to be the person (or persons) described in and who executed the foregoing instrument, and acknowledged that such person (or persons) executed the same as such person (or person's) free act and deed.

Notary Public [Signature]

Print Name Arian Stenzel

My Commission Expires: June 2 2025



STATE OF GEORGIA

WHITFIELD COUNTY

CITY OF DALTON

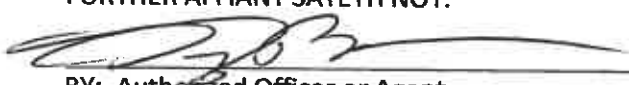
VENDOR AFFIDAVIT AND AGREEMENT (E-Verify)

COMES NOW before me, the undersigned officer duly authorized to administer oaths, the undersigned contractor, who, after being duly sworn, states as follows:

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02, stating affirmatively that the individual, firm, or corporation which is contracting with the City of Dalton, Georgia has registered with and is participating in a federal work authorization program and will continue using the program throughout the contract period in accordance with the applicability provisions and deadlines established in O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02.

The undersigned contractor further agrees that, should it employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to the contract with the City of Dalton, Georgia of which this affidavit is a part, the undersigned contractor will secure from such subcontractor(s) similar verification of compliance with O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02 through the subcontractor's execution of the subcontractor affidavit required by Georgia Department of Labor Rule 300-10-1-.08 or a substantially similar subcontractor affidavit. The undersigned contractor further agrees to maintain records of such compliance and provide a copy of each such verification to the City of Dalton, Georgia at the time the subcontractor(s) is retained to perform such service.

FURTHER AFFIANT SAYETH NOT.


BY: Authorized Officer or Agent
Top Shelf Food and Beverage Management, LLC

5/31/22

Date

02/2020

Authorization Date for EEV Program
1840280

Contractor Name
Owner

Employment Eligibility (EEV) #

Title of Authorized Officer or Agent of Contractor
Tony Black

Printed Name of Authorized Officer or Agent

Sworn to and subscribed before me

This 6th day of June, 2022


Notary Public

My Commission Expires: June 2 2025

*MUST BE NOTARIZED



*Any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603. As of the effective date of O.C.G.A. § 13-10-91, the applicable federal work authorization program is the "EEV/Basic Pilot Program" operated by the U.S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration.