



Exclusive Chefs Sun City Anthem Proposal

July 28, 2021



Our History Together

5 Years Working Together

- Member appreciations
- Celebrations of life
- Comedy Night concessions
- Virtual cooking classes, Cook'n with the Chefs

Exclusive Chefs Hospitality Management

Brings significant asset management experience to properties

Provide a balanced approach to lead the property to higher performance levels in:

- Guest service
- Team member engagement
- Return on investment

Specializes in long term management and market dominance to provide consistent quality and service levels to improve the overall asset value.



Leadership



Dennis Hicks
Owner/CEO



Michael Richardson
Corporate Chef



Leslie Sellers
Operations/Sales
& Marketing



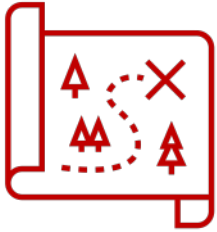
Veronica Nohpal
Restaurant Manager /
Mixologist

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How we start



90 minute assessment (set time and date) – Complimentary



Begin Discovery Phase (Set cost separate from the monthly fee)



Write Contract and Sign (monthly fee starts opening day)



Begin the Execution Phase and prepare for opening day



Assessment Process

FRONT OF HOUSE (FOH)

- Assessment of dining room
- Menu Options
- Small Wares
- Hostess stand
- Drink station
- POS System

BACK OF HOUSE (BOH)

- Kitchen
- Equipment
- Offices
- Wifi
- Computers

VENDORS


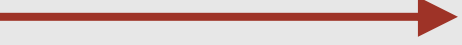
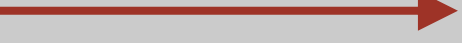
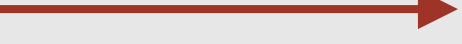

- Soda
- Coffee
- Janitorial Supplies
- Preventive Maintenance
- Trash Disposal
- Fire & Safety

MISC

- Henderson Liquor License - paid for by SCA
- Health Permits

*Please note this is just an example

Timeline

Month	Month 1	Month 2	Month 3
ASSESSMENT			
LICENSING			
VENDORS			
HIRE & TRAIN STAFF			
OPEN TO PUBLIC			

*Please note this is rough timeline

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Our Plan



The Restaurant

- 209 seat capacity restaurant
- **Plan of opening 10 am – 9 pm for lunch and dinner**
- Members have the option to buy out the restaurant or specific sections for meetings or social gatherings
- We encourage the members to consider featuring certain days and dates for celebration
- Restaurant will be a farm to table experience offering exceptional foods and drinks, to also include pools and recreational areas as well as the coffee bar and other halls

The Restaurant Bar




- The bar will be open for lunch and dinner 7 days a week from 10 am to 9 pm
- Liquor license to be purchased and held by SCA or the organization of their choosing
- Exclusive Chefs responsibility lies in providing the finest trained bartenders which hold all documentation and certification required by the State of Nevada, Henderson Nevada and the tobacco and alcohol guidelines
- Additionally the board and its members may choose the wines, beers, and spirits they wish to serve in their bar



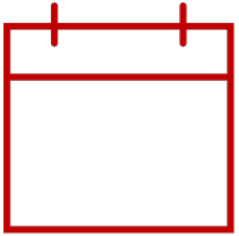
Coffee Bar

- The coffee bar located across from the gallery will operate as it's always done
- Exclusive Chefs will add additional items to expand the service to its members.
- Fresh fruit platters, parfaits, salads, artisan sandwiches, pastries, sweets, protein packs, smoothies and juice bar.
- The coffee bar will maintain its current hours.



Results & Accountability

Reviews and Outcomes



Monthly / Quarterly reviews with SCA – Executive Council



Year end final analysis



New contract for extended time



Case Studies

Lake Las Vegas (LLV) Sports Club



OBJECTIVE To design a complete food and beverage program offering a venue for social gatherings between members.

SOLUTION

- Researched the members/management's needs.
- Began by opening portions of the facility until the need for additional staff and days were required.
- Provide revenue generating ideas.
- Opened for happy hour and hors d'oevers on Friday nights. Within a month of working with them, they wanted to do a member dinner, once a month.

OUTCOME

We were there on a one year contract. The LLV Sports Club was closed for 10+ years. After working with us for one year LLV Sports Club was positioned to have their own hospitality program, without our assistance. Through training and leadership placement they now have consistency, quality, and profit.

Tuscany Golf Club



OBJECTIVE

Build a full service restaurant and wedding facility.

Service to provide light fare food for the golfers

Have restaurant for the residents and wedding venue to provide additional income to the clubhouse.

SOLUTION

Provide support on build out and construction.

Assist the architects in kitchen design and main dining room layout.

Assist Arnold Palmer Golf in obtaining the necessary license and permits for their new bar, kitchen, dining room and outdoor patio.

OUTCOME

Breakfast, lunch and dinner menu development with 5:00am-7:00pm hospitality service hours.

Ongoing sales and marketing strategy for the wedding venue.

Designed entertainment and themed resident dinners and social gatherings.

Produced an increase in revenue and thus profitability as we started with a 10 seat snack bar to a 10 seat restaurant allowing a larger scope of service.

Rhodes Ranch Clubhouse

OBJECTIVE

OBJECTIVE

- Hire and train a new kitchen and restaurant staff.
- Redesign the banquet department.
- Find new vendors for 80% of the food and beverage as well as laundry service, cleaning, sanitation and pest control.



SOLUTION

Working with our vendor partners, we were able to establish and grow new relationships with food, meat, beer, wine and liquor purveyors. We were also able to acquire additional purveyors to handle the weekly laundry and seasonal pest control associated with on the entire property.

Revamped the kitchen by purchasing updated and need equipment for the new menu. Used the credit gained from the existing older and non-used equipment. Our marketing and advertising team assisted the club in a new launch for golf tournaments, weddings, and special social gatherings throughout the year.

Exclusive Chefs developed standard operating procedures for all departments. APG and Exclusive Chefs worked together develop and implement a safety manual and benefit program, where 100% non-injury was successfully achieved.

OUTCOME

Hired new staff and manager. Staff is licensed and thoroughly trained in steps to provide consistent food quality and maintain cost controls. Staff is empowered to immediately address and resolve guest complaints, resulting in 100% guest satisfaction across the board.

Using aggressive marketing promotion techniques, Rhodes Ranch becomes one of the finest golf courses in Las Vegas, and was the proud recipient of the 2014 best wedding venue.

The set budget not only exceeded expectations due to the successful collaboration between APG and Exclusive Chefs, but it also allowed for incentivizing, by setting new goals and protocols with our long-term vendor partners.