

MEMO



To: Mr. Johnny Grimaldo-Purchasing
From: Clint Chitsey- Williamson County Expo
Subject: Concessionaire Services for Williamson County Exposition Center
Solicitation #1711-205
Re: Bid Evaluation

In response to Solicitation #1711-205 the Purchasing Department received complete Bid Tabulations from one (1) company desiring to provide Concessionaire Services for Williamson County Exposition Center.

The Expo RFP Evaluation Committee, with Purchasing Department overview, evaluated the Bid Tabulations according to the criteria contained in the Solicitation:

1. Percentage of gross sales after taxes
2. Three (3) commercial references for similar services in the past three (3) years.
3. Local Presence/ Local Representation
4. Experience overall in concessions business of like size and type
5. Equipment to be used in the facility
6. Sample menu with proposed prices
7. Staffing for all events
8. Experience associated with start-up operations

After evaluating all Bid Tabulations according to the stated criteria, and considering the best and final pricing offer of 20% commission on all Net Sales (Gross Sales Less Sales Tax) for the duration of the contract of gross sales to be paid back to the County, Heartland Food Group is the best overall selection for Concessionaire Services for Williamson County Exposition Center.

Heartland Food Group most valuable assets are the people they hire to provide quality goods and services. The reputation of the company relies on their ability to select and train the best possible candidates. Aptitude, demeanor, and a desire to choose food service as an occupation and career path is an indicator that the candidate has what it takes to be successful.

Experience in hiring and training employees and its managing consortium's is one of Heartland Food Group greatest strengths. Staff members have spent several years recruiting, interviewing, training, and managing employees through programs with Texas Workforce Commission, and with the private sector. Insight into what to look for in prospective employees, tremendously aids them in selecting employees that are right for a particular assignment...

Heartland Food Group is dedicated to providing quality service. In the observation of the traditional operation, HFG propose to maintain the same type of foods but will diversify the menu slightly. The traditional menu is a home-style cooking base menu with short orders available. Whereas, home-style is classified as a good and hearty meal, it does not usually appeal to the young to medium age health awareness generation.

After review and consideration of all stated criteria, and the final pricing submission, the Williamson County Expo Center RFP Evaluation Committee recommends that Heartland Food Group be awarded the Concessionaire Services for Williamson County Exposition Center- Solicitation 1711-205. We believe this company has the financial stability, the equipment, the staffing and technical training, and the proven service record to successfully provide concessionaire services for the Williamson County Exposition Center.

Thank you

Clint Chitsey