



# City of Carson Report to Mayor and City Council

December 6, 2011  
New Business Discussion

**SUBJECT: CONSIDER AWARDING A FIVE-YEAR CONTRACT SERVICES AGREEMENT TO JAY'S CATERING TO PROVIDE EXCLUSIVE CATERING SERVICES AT THE CONGRESSWOMAN JUANITA MILLENDER-MCDONALD COMMUNITY CENTER AT CARSON**

Submitted by Raymond R. Cruz  
Public Services General Manager

Approved by David C. Biggs  
City Manager

## **I. SUMMARY**

At its June 15, 2011, meeting, the City Council directed staff to negotiate a multi-year agreement with Jay's Catering to be the exclusive caterer at the Congresswoman Juanita Millender-McDonald Community Center at Carson ("Center") (Exhibit No.1). Staff has since met several times with representatives from Jay's and has come to terms on a five-year agreement. Therefore, staff is requesting that the City Council approve a new exclusive catering contract with Jay's Catering (Exhibit No. 10).

## **II. RECOMMENDATION**

AWARD a five-year contract services agreement to Jay's Catering to provide exclusive catering services at the Congresswoman Juanita Millender-McDonald Community Center at Carson, for the period December 1, 2011, through November 30, 2016, with the option to extend for one additional five-year term.

## **III. ALTERNATIVES**

TAKE another action the City Council deems appropriate.

## **IV. BACKGROUND**

On July 15, 2003, the City Council awarded a five-year contract to Jay's Catering to provide exclusive catering services at the Congresswoman Juanita Millender-McDonald Community Center at Carson ("Center") (Exhibit No. 2). That five-year contract expired on November 21, 2008. On November 18, 2008, the City Council approved a 19-month contract extension with Jay's Catering to continue providing catering services at the Center (Exhibit No. 3). The extension was granted due to the economic downturn which began in the summer of 2008. The 19-month contract extension was intended to allow time for the economy to stabilize and provide consistency in the city's catering operations during the recovery period. The 19-month contract extension expired on June 18, 2010.

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On July 27, 2010, requests for proposals (RFP) to provide exclusive catering services at the Center were issued to the public, and mailed directly to 19 prospective vendors. On September 30, 2010, the City Clerk received proposals from three firms: Jay's Catering, Choura Events and Elegant Affair Catering. Those proposals were evaluated by a team led by the then-City Manager, Jerry Groomes. After the initial evaluation, the team eliminated Elegant Affair Catering. On December 21, 2010, the evaluation team submitted Jay's Catering and Choura Events as the finalists to the City Council and the Council approved staff's recommendation that the two vendors respond to further questions and make a "last, best & final" proposal for the exclusive catering contract (Exhibit No. 4).

After receiving both the answers to the questions and each company's last, best & final proposal, the evaluation team recommended that a new catering contract be awarded to Choura Events Catering. This recommendation was based primarily on Choura's representation that its contract would generate \$370,000.00 more revenue to the city over the five-year term. This recommendation was presented at the January 18, 2011, City Council meeting. After much deliberation, the City Council voted to extend the contract of the Center's current caterer, Jay's Catering, for an additional nine-month period through October 18, 2011 (Exhibit No. 5).

At the June 15, 2011, City Council meeting, the City Council directed staff to exclusively negotiate with Jay's Catering for 60 days in order to secure a catering contract or recommend that the city go out to bid again, if a contract could not be mutually agreed to (Exhibit No. 1). Since receiving this directive, city staff and Jay's Catering representatives made progress towards developing a final contract, but needed two extensions (Exhibit Nos. 6 & 7), with the last one ending on November 30, 2011.

With the additional time, city staff and Jay's Catering representatives were able to reach consensus on a multi-year contract. Therefore, staff is recommending that the City Council approve a five-year contract services agreement with Jay's Catering to provide exclusive catering services at the Center for the period December 1, 2011, through November 30, 2016.

Some of the benefits that will inure to the city as a result of this five-year agreement include: 1) continuation of the long-standing and mutually-beneficial relationship that has developed over the past 27 years with Jay's, 2) a commitment from Jay's to work hand-in-hand with Center staff to aggressively market the Center, expending a minimum of \$82,000.00 per year for marketing, 3) a minimum \$113,000.00 capital investment to the Center to create at least one, and possibly three, outdoor wedding locations in order to bring more wedding bookings to the Center, 4) hiring one additional staff person, a "Wedding Concierge," at the Center, 5) expanding menus to have a special emphasis on

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culturally-diverse specialities, 6) a new full service bakery, 7) a 20% discount for all city events and city-affiliated organizations, 8) specially-priced menus for senior citizens and non-profit organizations, and 9) competitive menu pricing.

As part of staff's review of the two proposals, and at the request of the City Council, staff compared the last, best & final proposal of Choura to the last, best & final proposal of Jay's Catering (Exhibit No. 8). When comparing "apples to apples," Choura's last, best & final proposal would actually only generate an average of \$23,500.00 more per year, or \$117,500.00 over the five years, when compared to Jay's last, best & final proposal. This is significantly less of a difference than represented by Choura in its last, best & final proposal, dated January 3, 2011, which indicated that its proposal would bring \$370,000.00 more revenue to the city over the five-year period (Exhibit No. 7). There are three reasons for this discrepancy: 1) Choura was comparing its last, best & final proposal to Jay's original proposal, 2) Choura erroneously represented that Jay's did not generate sales tax for the city, and 3) Choura did not include the value of Jay's proposed capital improvements. The true net difference in the two last, best & final proposals is an average of \$23,500.00 per year. Furthermore, Choura's sales basis used to calculate the figures includes an arbitrary estimate of a 10% increase in sales each year (a 50% increase over 5-year term). If the comparison was made using a flat sales basis, the true net difference in the last, best & final proposals would only be an average of \$18,800.00 per year. Additionally, the value of the 24 hosted Council meeting meals included in the proposed contract before Council is approximately \$4,800.00 per year, thus reducing the average annual difference to only \$14,000.00.

The proposed five-year agreement with Jay's Catering that staff is recommending for approval tonight includes the same rent percentages for food, alcohol, and rentals as were included in Jay's last, best & final offer (Exhibit No. 9) that was from the RFP selection process last year. The proposed contract includes many other important components. Not the least of which is the capital improvements investment at the Center which will create one, and possibly three, new outdoor areas for wedding ceremonies. This will provide brides with more opportunities to have their wedding and reception at the same location, which is a key factor for most brides. As a result, the Center will likely see an increase in the number of wedding and reception bookings which will generate additional direct revenue to the city (estimated conservatively by Jay's to be approximately \$268,000.00 over the four years after completion), as well as the additional revenue from rent percentages paid by the caterer on the food and alcohol ordered for these additional bookings. Another is the commitment from Jay's to work hand-in-hand with the Center staff to more aggressively market the Center. The other benefits to the city from this five-year contract were previously listed above.

**V. FISCAL IMPACT**

None at this time.

**VI. EXHIBITS**

1. Minutes, June 15, 2011, Item No. 17. (pg 5)
2. Minutes, July 15, 2003, Item No. 25. (pgs. 6-7)
3. Minutes, November 18, 2008, Item No. 17. (pg. 8)
4. Minutes, December 21, 2010, Item No. 22. (pgs. 9-10)
5. Minutes, January 18, 2011, Item No. 22. (pgs. 11-14)
6. Unofficial Minutes, September 6, 2011, Item No. 17. (pg. 15)
7. Unofficial Minutes, October 18, 2011, Item No. 11. (pg. 16)
8. Comparison of Catering Contract Proposals (Rent Revenue). (pgs. 17-19)
9. Comparison of Catering Contract Proposals (All Terms). (pgs. 20-21)
10. Contract Services Agreement to Provide Exclusive Catering Services at the Congresswoman Juanita Millender-McDonald Community Center at Carson. (pgs. 22-194)

Prepared by: Raymond R. Cruz, Public Services General Manager and Jackie Acosta, Administrative Services General Manager

TO:Rev091911

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Development Services
Economic Development	Public Services

**Action taken by City Council**

Date \_\_\_\_\_ Action \_\_\_\_\_

\_\_\_\_\_

**ITEM NO. (17) CONSIDER PROVIDING DIRECTION TO STAFF REGARDING CATERING VENDORS FOR THE CONGRESSWOMAN JUANITA MILLENDER-MCDONALD COMMUNITY CENTER (PUBLIC SERVICES)**

Item No. 17 was heard after Item No. 10 at 12:32 A.M., on Thursday, June 16, 2011.

Interim City Manager/Economic Development General Manager Graves summarized the staff report and recommendation. He requested that the City Council allow a sixty-day time period for staff to negotiate with Jay's Catering which would provide sufficient time to go out for a request-for-proposal, if necessary.

RECOMMENDATION for the City Council:

1. DISCUSS and PROVIDE direction to staff.

ACTION: It was moved to direct staff to open formal discussions with Jay's Catering regarding development of a multi-year agreement; for Jay's Catering to provide the money for capital improvements at the Congresswoman Juanita Millender-McDonald Community Center at Carson and to provide cooperative marketing programs; and to report back to the City Council within sixty days at which time the City Council could opt to go out for a request for proposal on motion of Dear, seconded by Davis-Holmes and unanimously carried by the following roll call vote:

Ayes: Mayor Dear, Mayor Pro Tem Ruiz-Raber, Council Member Davis-Holmes, Council Member Gipson, and Council Member Santarina  
Noes: None  
Abstain: None  
Absent: None

~~**ITEM NO. (18) MEETING DISPOSITION: CITY COUNCIL POLICY SUB-COMMITTEE (PUBLIC SERVICES)**~~

~~Item No. 18 was heard at 12:46 A.M., on Thursday, June 16, 2011.~~

~~Interim City Manager/Economic Development General Manager Graves summarized the staff report and recommendation.~~

~~Public Services General Manager Cruz provided an oral report on the meeting disposition of the City Council Policy Sub-Committee. He reported that two (2) fee waiver requests for equipment/park usage were discussed, as follows:~~

~~**Jazz Festival Community Committee (\$15,481.00)**~~

~~To hold a Jazz Festival to be held on August 6, 2011, at Anderson Park, during discussion of this request, there were no community members present; and the fee waiver request was unanimously denied.~~

~~Nathaniel (Nate) Riddick, 2723 Monroe, Carson, California 90810, discussed the dedication and opening of the Senior Citizens' Wing at the Community Center and opening of the Dominguez Aquatics Center.~~

~~Larry Grant, 1823 Denwall Drive, 90746, echoed the comments expressed by Mr. Riddick re Dominguez Aquatics Center and introduced Ms. Sandra Beard, Assistant Vice President-Marketing, Bank of America, South Bay Pavilion Branch.~~

~~Sandra Beard, Assistant Vice President-Marketing, Bank of America, South Bay Pavilion Branch, invited Mayor Sweeney and the Members of the City Council to visit the South Bay Pavilion Banking Center.~~

**RECESS (Council/Agency):**

The City Council and Redevelopment were Recessed at 6:48 P.M. by Mayor/Chairman Sweeney.

**RECONVENE (Council):**

The City Council was Reconvened at 6:58 P.M. by Mayor Sweeney with all members previously noted present except Dear and Santarina absent.

**Item No. 25: AWARD OF CONTRACT FOR COMMUNITY CENTER CATERING SERVICES**

Due to the number of senior citizens wishing to be heard, Mayor Sweeney moved Item No. 25 forward to be heard at this time with no objections heard.

**ITEM NO. (25) AWARD OF CONTRACT FOR COMMUNITY CENTER CATERING SERVICES (ADMINISTRATIVE SERVICES)**

(Council Member Dear and Council Member Santarina reentered the meeting at 7:00 P.M.)

**Public Comments**

**The following persons urged the City Council to award a five-year contract to Jay's Catering for Community Center catering:**

Mary Lou Schaller, 21306 Lynton Avenue, Carson, California 90745, representing Golden Age Club.

Joe Bowman, 19614 Fariman Avenue, Carson, California 90746.

Cynthia Shofner, 13242 Beach Terrace, Garden Grove, California 92844, representing Jay's Catering.

Linda Loaeza, 10581 Garden Grove Boulevard, Garden Grove, California 92843, representing Jay's Catering.

Jay Mastroianni, 10581 Garden Grove Boulevard, Garden Grove, California 92843, representing Jay's Catering.

LaVonne Spicer-Moore, 20203 Campaign Drive, Carson, California 90746.

Elinore Simmons, 319 E. 220<sup>th</sup> Street, Carson, California 90745.

Sybil Lewis-Brown, 17701 Avalon Boulevard, Sp. 410, Carson, California 90746.

Mike Gipson, 17502 Sudbury Court, Carson, California 90746.

Nancy Severtson, 22618 Island Avenue, Carson, California 90745, representing AFSCME Local 809.

Frances Cottrell, 193-2 S. Cliveden, Carson, California 90746.

Gladyce M. Wall, 16315 Tarrant, Carson, California 90746.

John Wogan, representing Carson Chamber of Commerce.

Carol Davis, 1854 Denwall Drive, Carson, California 90746.

Rita Boggs, 21328 Island, Carson, California 90745, briefly discussed the selection process and accessibility of evaluation forms to the public without having to make a public records act request.

RECOMMENDATION for the City Council:

**TAKE** the following actions:

1. **AWARD** a five-year contract to Jay's Catering for Community Center catering and marketing services beginning November 22, 2003 and ending November 21, 2008.
2. **DIRECT** staff to negotiate the final contract.

ACTION: It was moved to Approve staff recommendation Nos. 1 and 2 on motion of Raber, seconded by Santarina and unanimously carried by the following vote:

Ayes:	Sweeney, Calas, Dear, Santarina, and Raber
Noes:	None
Abstain:	None
Absent:	None

**RECESS (Council):**

The City Council was Recessed at 7:33 P.M. by Mayor/Chairman Sweeney to the Redevelopment Agency.



ACTION: In accordance with Ordinance Nos. 07-1390 and 07-1394, amending certain rules for the conduct of Council/Agency meetings, this item was not addressed.

**ITEM NO. (17) CONSIDERATION OF A REQUEST FOR APPROVAL TO EXTEND JAY'S CATERING CONTRACT FOR SERVICES AT THE CONGRESSWOMAN JUANITA MILLENDER-MCDONALD COMMUNITY CENTER (CITY MANAGER)**

This item was heard after the motion to Approve the New Business Consent Calendar.

City Manager Groomes summarized the staff report and recommendation.

**Public Comments**

Ronald Shimokaji, 1502 E. Carson Street, No. 135, Carson, California 90745, expressed his support for the staff recommendation.

RECOMMENDATION for the City Council:

TAKE the following actions:

1. APPROVE the extension of Jay's Catering contract for nineteen (19) months beginning November 22, 2008 until June 30, 2010.
2. AUTHORIZE the Mayor to execute Amendment No. 1 to the Agreement for Catering Services prepared by the City Attorney.
3. APPROVE the Jay's Catering proposal to retain the 2007 menu prices until December 31, 2009.
4. INSTRUCT staff to initiate a formal bid process for a new five-year agreement in January 2010.

ACTION: Council Member Davis-Holmes referred to Page 33, and confirmed that there would be no increases in the menu prices for the Christmas and New Year's holidays. Whereupon, City Manager Groomes referred to and corrected the January 1, 2009 dated in Section 2, Subsection 1.a of the Agreement, entitled, "Menus, Prices and Discounts," at Subsection (3) thereunder," to January 1, 2010. She also added that the words "or designee" be stricken from Sub-subsection (3). It was moved to Approve staff recommendation Nos. 1, 2, 3, and 4 on motion of Santarina, seconded by Gipson and unanimously carried by the following vote:

Ayes: Mayor Dear, Mayor Pro Tem Gipson, Council Member Santarina, Council Member Williams, and Council Member Davis-Holmes  
Noes: None  
Abstain: None  
Absent: None

**ITEM NO. (22) CONSIDER AUTHORIZING STAFF AND THE CITY ATTORNEY TO ENTER INTO FORMAL NEGOTIATIONS FOR AN EXCLUSIVE CATERING SERVICES AGREEMENT WITH MASTROIANNI FAMILY ENTERPRISES, LTD., D/B/A JAY'S CATERING (CITY MANAGER)**

Item No. 22 was heard at 8:25 P.M.

City Manager Groomes summarized the staff report. He felt that in all fairness that staff should be allowed to engage in further negotiations with Choura Events Catering as well as Mastroianni Family Enterprises dba Jay's Catering.

**Public Comments**

**Ryan Choura, 4101 E. Willow Street, Long Beach, California 90815, representing Choura Events Catering**

Discussed the revenue forecast in their proposal and wanted to be a part of the formal negotiations.

**Jim Choura, 4101 E. Willow Street, Long Beach, California 90815, representing Choura Events Catering**

Discussed their belief in community for hiring and for service.

**Don Temple, 4338 Heather Road, Long Beach, California**

As the property owner of The Grand, Long Beach, and landlord for Choura Events Catering, he reported that for the past ten years Choura Events Catering has been a good tenant and would be good for the city.

**Kathie Okamoto, 21111 Dolores Street, Sp. 137, Carson, California 90745**

As a business owner in Carson who has held shows at the Congresswoman Juanita Millender-McDonald Community Center at Carson, she felt that due to the size of her shows, she received a lower level of service from Jay's Catering and policies and attitudes should be adjusted to keep business in Carson.

**Miriam Vazquez, 21413 Martin Street, Carson, California 90745**

Discussed the changes in the demographics for the City of Carson; felt that the variety of food was lacking by Jay's Catering; and encouraged the City Council to keep money in Carson.

**Ronald Shimokaji, 1502 E. Carson Street, Sp. 135, Carson, California 90745**

Discussed concerns, such as the exclusivity clause and the importance of maintaining the competitiveness of the Congresswoman Juanita Millender-McDonald Community Center at Carson in the industry.

**Raul Murga, 21111 Dolores Street, Carson, California 90745**

Reported that he was opposed to excluding the community due to the exclusivity of the catering contract.



**Mary Anne O'Neal, 16211 Visalia Avenue, Carson, California 90746**

Requested that City Council ask that the caterer serve hot bread with their meals.

**Linda Loaeza, representing Jay's Catering**

Felt that Jay's Catering has tried to be flexible and sensitive to the diverse community and discussed their commitment to negotiating in good faith with the City.

City Manager Groomes reiterated that staff's modified recommendation was to allow staff to negotiate with both parties simultaneously.

RECOMMENDATION for the City Council:

1. AUTHORIZE staff and the office of the City Attorney to enter into formal negotiations with representatives of Mastroianni Family Enterprises, Ltd., doing business as Jay's Catering, for a possible exclusive catering services agreement at the Congresswoman Juanita Millender-McDonald Community Center at Carson, for a five (5)-year term commencing on February 1, 2011 and concluding on February 3, 2016.

ACTION: Council Member Ruiz-Raber moved to continue this item to allow further negotiations by staff. Whereupon, City Attorney Wynder discussed his support for the modified staff recommendation and offered language for a suggested motion to direct staff to go back to the vendors and seek from each of them a last-best-and-final offer, recognizing that both vendors have got to offer the City of Carson more than what was currently being offered by either vendor under the current proposals on the table, based on what is being paid and rates being paid to date, which was accepted by Ruiz-Raber and seconded by Davis-Holmes.

During discussion of the motion, Mayor Dear posed questions to representatives from Choura Events Catering and Jay's Catering.

City Attorney Wynder felt that further analysis was required; such as, rates, plans, projections and expanding the point of sales tax in Carson.

Council Member Gipson requested that staff include information regarding "promotional fees," when this item comes back for consideration.

Mayor Pro Tem Santarina stated that he was interested in information regarding programming

City Manager Groomes reported that staff's first effort would be to bring this item back on January 18, 2011, with City Attorney Wynder concurring.

The motion was carried by the following vote:

Ayes: Mayor Dear, Mayor Pro Tem Santarina, Council Member Davis-Holmes, and Council Member Gipson  
Noes: Council Member Ruiz-Raber  
Abstain: None  
Absent: None



- Women's Issues Commission (7)
- Senior Citizens Advisory Commission (11)
- Youth Commission (11)
- Veterans Affairs Commission (11)
- Beautification Committee (11)
- Utility Users' Tax Citizens Oversight Committee (24) – 1 vacancy – Triangle Page 19
- Carson Historical Committee (9)

**ACTION:** Mayor Dear continued this item to the next meeting on February 1, 2011, with no objections heard.

**ITEM NO. (22) CONSIDER AWARDING AN EXCLUSIVE CATERING SERVICES AGREEMENT TO CHOURA EVENTS CATERING FOR A FIVE (5)-YEAR TERM COMMENCING ON FEBRUARY 15, 2011 (CITY MANAGER)**

Item No. 22 was heard at 7:38 P.M.:

Interim City Manager/Economic Development General Manager Graves summarized the staff report and recommendation.

Mayor Dear read a letter from the CEO of Jay's Catering to withdraw its proposal. He announced that he would withhold accepting the letter pending public discussion and expressed concern regarding the process.

(Council Member Gipson exited the meeting at 7:48 P.M. and reentered the meeting at 7:49 P.M.)

**Public Comments**

**Comments in Support of Choura Events Catering**

The following persons spoke in support to award an exclusive catering services agreement to Choura Events Catering:

**Raul Murga, 21111 Dolores Street, No. 189, Carson, California 90745**

**Miriam Vazquez, 21413 Martin Street, Carson, California 90745**

**Jim Choura, 4148 Lakewood Drive, Lakewood, California 90712, representing Choura Events**

**Ryan Choura, 6505 E. Vera Cross, Long Beach, California 90805**

**Howard Tabakman, 4101 E. Willow Street, Long Beach, California 90815, representing Choura Events**

**Steven McMahon, 4101 E. Willow Street, Long Beach, California 90815, representing Choura Events**



**Sandra Valdivillos, 4101 E. Willow Street, Long Beach, California 90815, representing Choura Events**

**Lisa C. McIntyre, 4101 E. Willow Street, Long Beach, California 90815, representing Choura Events**

**Frank Rodriguez, 4101 E. Willow Street, Long Beach, California 90815, representing Choura Events**

(Mayor Pro Tem Santarina exited the meeting at 8:07 P.M. and reentered the meeting at 8:08 P.M.)

**April Smith, 6570 Lassen Drive, Buena Park, California 90620**

**Ronald Shimokaji, 1512 E. Carson Street, Sp. 135, Carson, California 90745**

**Comments in Support of Jay's Catering**

The following persons discussed the request of Jay's Catering to withdraw its proposal for an exclusive catering services agreement and spoke on behalf of Jay's Catering:

**Linda Loaeza, 10581 Garden Grove Boulevard, Garden Grove, California 92843, representing Jay's Catering**

**Jay Mastroianni, representing Jay's Catering**

**Barbara Breiter, 9050 LaColonia Avenue, Fullerton, California 92708, representing Jay's Catering.**

**Toni Wiley, 19818 Midtown Avenue, Carson, California 90746**

**Denise Smotherman, 165 S. Dommers Avenue, Walnut, California 91789**

**Jennie H. Reddick, 19622 Galway Avenue, Carson, California 90746**

**Eulna Morris, 3924 117<sup>th</sup> Street, Hawthorne, California 90250**

**Frances Cottrell, 19302 S. Cliveden Avenue, Carson, California 90746**

Also inquired into the status of the potlucks of the regular meetings of the Carson Women's Club.

**Bill Smalley, 17700 Avalon Boulevard, No. 111, Carson, California 90746**

**Shirley Graves, 1045 Helmick Street, Carson, California 90746**

**Itelia Walker, 20208 S. Campaign Drive, Carson, California 90746**

**John Wogan, Executive Director, Carson Chamber of Commerce**

**Demetra Cunningham, 5155 W. Rosecrans Avenue, Hawthorne, California 90250**

**Nathan Walker, 20208 S. Campaign Drive, Carson, California 90746**

**RECESS:** The City Council was Recessed at 8:47 P.M. by Mayor Dear at the request of staff.

**RECONVENE:** The City Council was Reconvened at 9:17 P.M. by Mayor Dear with all members previously noted present, except Davis-Holmes absent.

**Item No. 22 (Continued)**

The following issues were discussed:

Impact of the City-wide Efficiency Study and its evaluation of operations at the Congresswoman Juanita Millender-McDonald Community Center at Carson on the RFP. Whereupon, Interim City Manager/Economic Development General Manager Graves was unable to report whether its recommendations would include the catering contract.

(Council Member Davis-Holmes entered the meeting at 9:24 P.M.)

Upon inquiry, Linda Loaeza, Jay's Catering, corrected that Jay's Catering has been under contract by the City of Carson for 27 years, not 42 years; reported that the calculations (on the RFP) were not correct; and that she would be happy to discuss the proposal from Jay's at another forum and at another time.

Whether Jay's Catering would reconsider the withdrawal of its proposal; whereupon, Ms. Loaeza stated that she would have to wait for a new process.

Upon inquiry, Mr. Choura discussed its commitment to local hiring, hiring of existing staff, proposed \$150,000 marketing plan for the Congresswoman Juanita Millender-McDonald Community Center at Carson, and that he believed that he would be able to match the existing arrangements with non-profit organizations.

Upon inquiry, City Attorney Wynder discussed the RFP process, committee members, and proposals.

Upon inquiry, Ms. Loaeza confirmed that she was withdrawing the proposal from Jay's Catering.

Upon inquiry, Mr. Choura discussed discounts to residents, non-profit organizations, and on equipment. He also confirmed that staff from Choura Events would handle the set-up for events and could acquire staff.

That the financial proposals resulted in receiving less revenue than what was being received from the month-to-month arrangement with Jay's Catering.

That hypothetically, the caterer may be asked to compete to operate the entire Congresswoman Juanita Millender-McDonald Community Center at Carson.



Mr. Choura stated that he happy to discuss his proposal.

Upon inquiry, Ms. Loaeza stated that she would reconsider withdrawing her proposal if the Council would consider doing an independent review of the proposals and the efficiency study was a separate subject from what was being discussed tonight. She was speaking of an independent panel that has some staff members and outside vendors and contracts.

Upon inquiry, Mr. Choura referred to the hypothetical situation that Management Partners were to recommend that the caterer manage the Congresswoman Juanita Millender-McDonald Community Center at Carson and requested that Choura Events be given the first right of refusal.

Inquiries raised regarding proposal from Choura Events regarding its pricing of food items, \$100,000 proposed investment, marketing plan; percentage for the City; discount for non-profit organizations; sponsorship of groups.

Inquiries raised regarding Jay's Catering regarding its revenue generating aspect; issues associated with the Congresswoman Juanita Millender-McDonald Community Center at Carson and tolerated by Jay's Catering; whether Jay's Catering would be willing to accept a nine-month contract.

(Council Member Gipson exited the meeting at 10:34 P.M. and reentered the meeting at 10:35 P.M.)

Ms. Loaeza stated that if the City Council wanted to engage in conversations and hear Jay's ideas, they would be happy to stay for nine months.

Mr. Choura felt that their proposal addressed everything asked by the City of Carson, and they wanted to start doing business on February 15.

**RECOMMENDATION for the City Council:**

1. APPROVE a five (5)-year contract services agreement for exclusive catering services at the Congresswoman Juanita Millender-McDonald Community Center at Carson with Choura Events Catering, for a term commencing February 15, 2011 and concluding on February 15, 2016, and AUTHORIZE the Mayor to execute the same following approval as to form by the City Attorney.

**ACTION:** It was moved to extend the contract with Jay's Catering for nine (9) months on motion of Dear, seconded by Ruiz-Raber and carried by the following vote:

Ayes: Mayor Dear, Mayor Pro Tem Santarina, Council Member Davis-Holmes, and Council Member Ruiz-Raber  
Noes: Council Member Gipson  
Abstain: None  
Absent: None



**ITEM NO. (17)      CONSIDER STAFF'S REQUEST TO EXTEND THE PERIOD TO EXCLUSIVELY NEGOTIATE WITH JAY'S CATERING TO DEVELOP A CATERING CONTRACT FOR THE CONGRESSWOMAN JUANITA MILLENDER-MCDONALD COMMUNITY CENTER (PUBLIC SERVICES)**

RECOMMENDATION for the City Council:

1. APPROVE staff's request to extend the negotiation period to October 21, 2011, for City officials and Jay's Catering to negotiate a catering contract for the Congresswoman Juanita Millender-McDonald Community Center.

ACTION:      Item No. 17 was approved on the New Business Consent Calendar on motion of Dear, seconded by Gipson and unanimously carried by the following vote:

Ayes:            Mayor/Chairman Dear, Mayor Pro Tem/Vice Chairman Ruiz-Raber, Council/Agency Member Davis Holmes, Council/Agency Member Gipson, and Council/Agency Member Santarina

Noes:            None

Abstain:        None

Absent:         None



**ITEM NO. (11)      CONSIDER STAFF'S REQUEST TO EXTEND THE PERIOD TO EXCLUSIVELY NEGOTIATE WITH JAY'S CATERING TO DEVELOP A CATERING CONTRACT FOR THE CONGRESSWOMAN JUANITA MILLENDER-MCDONALD COMMUNITY CENTER (PUBLIC SERVICES)**

RECOMMENDATION for the City Council:

1. APPROVE staff's request to extend the negotiation period to November 30, 2011, for City officials and Jay's Catering to negotiate a catering contract for the Congresswoman Juanita Millender-McDonald Community Center.

ACTION: Item No. 11 was approved on the New Business Consent Calendar on motion of Gipson, seconded by Dear and unanimously carried by the following vote:

Ayes: Mayor Dear, Mayor Pro Tem Ruiz-Raber, Council Member Davis-Holmes, Council Member Gipson, and Council Member Santarina  
Noes: None  
Abstain: None  
Absent: None

## Comparison of Catering Contract Proposals

Year 1 (Based on 2009/10 revenue figures):

CHOURA (Last, Best & Final)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,082,953.89	115,824.99	2,663.45	
Rent Percentage	22.00%	30.00%	10.00%	
Total Revenue to City	238,249.86	34,747.50	266.35	273,263.70

JAY'S (Original Proposal)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,082,953.89	115,824.99	2,663.45	
Rent Percentage	18.00%	20.00%	10.00%	
Total Revenue to City	194,931.70	23,165.00	266.35	218,363.04

Year 1 difference as represented by Choura in their LB&F: 54,900.65

JAY'S (Last, Best & Final & Dec. 2011 proposed contract)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,082,953.89	115,824.99	2,663.45	
Rent Percentage	20.00%	30.00%	20.00%	
Total Revenue to City	216,590.78	34,747.50	532.69	251,870.97

Actual Year 1 difference when comparing Choura's LB&F to Jay's LB&F: 21,392.73

Year 2 (Based on Year 1 revenue figures plus 10%):

CHOURA (Last, Best & Final)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,191,249.28	127,407.49	2,929.80	
Rent Percentage	22.00%	30.00%	10.00%	
Total Revenue to City	262,074.84	38,222.25	292.98	300,590.07

JAY'S (Original Proposal)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,191,249.28	127,407.49	2,929.80	
Rent Percentage	18.00%	20.00%	10.00%	
Total Revenue to City	214,424.87	25,481.50	292.98	240,199.35

Year 2 difference as represented by Choura in their LB&F: 60,390.72

JAY'S (Last, Best & Final & Dec. 2011 proposed contract)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,191,249.28	127,407.49	2,929.80	
Rent Percentage	20.00%	30.00%	20.00%	
Total Revenue to City	238,249.86	38,222.25	585.96	277,058.06

Actual Year 2 difference when comparing Choura's LB&F to Jay's LB&F: 23,532.01

Year 3 (Based on Year 2 revenue figures plus 10%):

CHOURA (Last, Best & Final)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,310,374.21	140,148.24	3,222.77	
Rent Percentage	22.00%	30.00%	10.00%	
Total Revenue to City	288,282.33	42,044.47	322.28	330,649.07

JAY'S (Original Proposal)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,310,374.21	140,148.24	3,222.77	
Rent Percentage	19.00%	22.00%	10.00%	
Total Revenue to City	248,971.10	30,832.61	322.28	280,125.99

Year 3 difference as represented by Choura in their LB&F: 50,523.09

JAY'S (Last, Best & Final & Dec. 2011 proposed contract)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,310,374.21	140,148.24	3,222.77	
Rent Percentage	20.00%	30.00%	20.00%	
Total Revenue to City	262,074.84	42,044.47	644.55	304,763.87

Actual Year 3 difference when comparing Choura's LB&F to Jay's LB&F: 25,885.21

Year 4 (Based on Year 3 revenue figures plus 10%):

CHOURA (Last, Best & Final)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,441,411.63	154,163.06	3,545.05	
Rent Percentage	22.00%	30.00%	10.00%	
Total Revenue to City	317,110.56	46,248.92	354.51	363,713.98

JAY'S (Original Proposal)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,441,411.63	154,163.06	3,545.05	
Rent Percentage	19.00%	22.00%	10.00%	
Total Revenue to City	273,868.21	33,915.87	354.51	308,138.59

Year 4 difference as represented by Choura in their LB&F: 55,575.39

JAY'S (Last, Best & Final & Dec. 2011 proposed contract)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,441,411.63	154,163.06	3,545.05	
Rent Percentage	20.00%	30.00%	20.00%	
Total Revenue to City	288,282.33	46,248.92	709.01	335,240.25

Actual Year 4 difference when comparing Choura's LB&F to Jay's LB&F: 28,473.73

Year 5 (Based on Year 4 revenue figures plus 10%):

CHOURA (Last, Best & Final)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,585,552.79	169,579.37	3,899.56	
Rent Percentage	22.00%	30.00%	10.00%	
Total Revenue to City	348,821.61	50,873.81	389.96	400,085.38

JAY'S (Original Proposal)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,585,552.79	169,579.37	3,899.56	
Rent Percentage	20.00%	24.00%	10.00%	
Total Revenue to City	317,110.56	40,699.05	389.96	358,199.56

Year 5 difference as represented by Choura in their LB&F: 41,885.82

JAY'S (Last, Best & Final & Dec. 2011 proposed contract)				
	Food	Alcohol	Rentals	Total
Gross Sales	1,585,552.79	169,579.37	3,899.56	
Rent Percentage	20.00%	30.00%	20.00%	
Total Revenue to City	317,110.56	50,873.81	779.91	368,764.28

Actual Year 5 difference when comparing Choura's LB&F to Jay's LB&F: 31,321.10

Total 5-year revenue difference represented by Choura in their LB&F:

	Choura	Jay's	Difference
Total 5-year rent	1,668,302.20	1,405,026.53	263,275.67
1% sales tax	7,135.70	0.00	7,135.70
Capital Improvements (over 5 years)	100,000.00	0.00	100,000.00
Total 5-year revenue	<u>1,775,437.90</u>	<u>1,405,026.53</u>	<u>370,411.37</u>

Total 5-year revenue difference comparing LB&F's ("apples to apples"):

	Choura	Jay's	Difference
Total 5-year rent	1,668,302.20	1,537,697.43	130,604.77
1% sales tax	7,135.70	7,135.70	0.00
Capital Improvements (over 5 years)	100,000.00	113,075.00	(13,075.00)
Total 5-year revenue	<u>1,775,437.90</u>	<u>1,657,908.13</u>	<u>117,529.77</u>

**Corrected net revenue difference over five years** 117,529.77

**Corrected average revenue difference per year** 23,505.95

NOTE: In its LB&F offer, Choura compared its LB&F offer to Jay's original proposal, thereby representing that in addition to a \$263,275.67 difference in rents, that Jay's was not generating sales tax and was not making a capital improvement investment, and thus stated that the city would earn a total of \$370,411.37 more revenue over 5 years by selecting Choura. In actuality, when comparing "apples to apples," the net difference is only \$117,529.77 over 5 years, or an average of \$23,505.95 per year, when including Choura's estimated 10% annual increase in sales (50% over 5 years). If rents were calculated on a flat FY 2009/10 sales base, the total 5-year difference would only be \$93,888.66.

Summary of Catering Proposals

	Food	Alcohol	Rentals	Off-premise sales	Service charge	Hosted Council Meeting Meals	Discounts	Marketing	Capital Improvements
Jay's 2003 contract	22%	30%	20%	5%	19%	No	20% for city events and groups; 15% on all rentals plus free delivery	\$60,000 to hire one additional "Event Specialist," plus focused marketing effort	None
Jay's 2010 proposal	18%, 18%, 19%, 19%, 20%	20%, 20%, 22%, 22%, 24%	10%	5%	21%	No	20% for city events and groups; 15% on all rentals plus free delivery	\$45,000 to hire one "Wedding Concierge," plus focused marketing effort	\$50,000
Jay's LB&F proposal	20%	30%	20%	20%	21%	No	20% for city events and groups; 15% on all rentals plus free delivery	\$45,000 to hire one "Wedding Concierge," plus focused marketing effort	\$68,075
Jay's Dec. 2011 negotiated contract	20%	30%	20%	6%	20%	Two per month (valued at \$4,800 per year)	20% for city events and groups; 15% on all rentals plus free delivery	\$45,000 to hire one "Wedding Concierge," plus \$82,000 annual marketing expenditures, plus \$40,000 in one-time expenditures for marketing (Wedding Center) in 1st year once completed	a minimum of \$113,000 for external improvements (Wedding Center) in 1st year

Choura's 2010 proposal	18%	30%	25%	18%	19%	No	None	Not quantified	None
Choura's LB&F proposal	22%	30%	10%	Not mentioned in LB&F	21%	No	5% for residents; 25% on all rentals	\$150,000 for 2011	\$100,000 for equipment and internal improvements over the 5-year term

**CONTRACT SERVICES AGREEMENT TO PROVIDE  
EXCLUSIVE CATERING SERVICES AT THE  
CONGRESSWOMAN JUANITA MILLENDER-MCDONALD  
COMMUNITY CENTER AT CARSON**

THIS AGREEMENT ("Agreement") is made as of December 6, 2011, by and between the city of Carson, a general law city and municipal corporation ("City") and MASTROIANNI FAMILY ENTERPRISES, LTD., a California Corporation, dba JAY'S CATERING ("Caterer"), collectively, the "Parties."

**RECITALS**

- A. City desires the services of a qualified caterer to cater food and alcoholic and non-alcoholic beverages for conferences, business meetings, banquets, trade shows, weddings, receptions, private parties, benefits and other functions, hereinafter collectively referred to as "functions," in the Congresswoman Juanita Millender-McDonald Community Center at Carson, hereinafter referred to as "Center," which is under the management of the Carson City Manager or his designee, hereinafter referred to as "City Manager;" and
- B. Caterer has represented that it is fully qualified to assume and discharge the duties and responsibilities under this Agreement. As a material inducement to the City entering into this Agreement, Caterer represents and warrants that Caterer is a first-class provider of catering food and services and is experienced in performing the catering food preparation and services contemplated herein. In light of such status and experience, Caterer warrants and represents that it shall follow the highest professional standards in performing the catering food preparation and services required hereunder. For purposes of this Agreement, the phrase "highest professional standards" shall mean those standards of practice recognized by one or more first-class operators performing similar work or services under similar circumstances; and
- C. City wishes to allow Caterer to use the Center, Center kitchens, Caterer Office, Ticket Office and on a non-exclusive basis, the Shared Office and Coat Room, as those terms are defined herein below (collectively, the "Facilities"), to provide the services under this Agreement; and
- D. By entering into this Agreement, Caterer represents that it is familiar with the Center, its two kitchens, equipment, facilities and catering needs; and
- E. This Agreement contains terms and conditions that Caterer agrees to comply with in consideration of the exclusive nature of this Agreement; and
- F. This Agreement does not establish any agency relationship between Caterer or the City, its elected or appointed officials and employees, and Caterer is not acting as an agent for the City, its elected or appointed officials and employees, when performing services under this Agreement.

NOW, THEREFORE, in consideration of the foregoing recitals and the covenants, promises and undertakings hereafter contained, and for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the Parties hereto agree as follows:

## A G R E E M E N T

1. **Caterer's Obligations.** Caterer shall supply all food, beverages and labor needed to cater all functions held at the Center requiring such services including: food and beverage sales, food setups, serving and clean-ups. As a material inducement to the City entering into this Agreement, Caterer represents and warrants that it is a provider of first-class work and services and Caterer is experienced in performing the work and services contemplated herein and, in light of such status and experience, Caterer covenants that it shall follow the highest professional standards in performing the work and services required hereunder and that all materials will be of good quality, fit for the purpose intended. For purposes of this Agreement, the phrase "highest professional standards" shall mean those standards of practice recognized by one or more first-class firms performing similar work under similar circumstances.

**a. Menus, Prices & Discounts.**

(1) Caterer shall furnish printed menus and price lists to be made available to persons desiring to use such menus and price lists, and annual price changes thereto shall be approved in advance by the City Manager or his designee, provided; however, Caterer reserves the right to make substitutions when market conditions dictate or for any reason beyond Caterer's control. Menus, with pricing, shall be available for breakfast, lunch and dinner – both sit-down and buffet events. Concession menus shall be provided reflecting limited breakfast, lunch, dinner and beverage pricing. Menu prices for catered functions shall include all costs, except service charges, voluntary gratuity and sales tax.

(2) Caterer shall provide consulting services to customers desiring custom dishes not listed on any printed menu.

(3) Subject to the approval of the City Manager or his designee, Caterer shall be permitted to raise the prices for items on the menu once each year in the month of February, commencing February 1, 2012, based on the annual percentage change in the U.S. Department of Agriculture Economic Research Service Food CPI Index for the prior year.

(4) No discounts (including extra, uncharged menu items or services) shall be offered to any elected public official or candidate for public office without prior notice to, and approval by, the City Council. In the event Caterer wishes to absorb the cost of any function, such absorption shall be reflected on the event invoice.

(5) A 20% "City" discount will be given for all City events and to all City-affiliated organizations. The City will provide, and from time to time update, the list of City-affiliated organizations. Non-profit organizations will not receive the 20% "City" discount; however, they will be given the non-profit rate.

(6) In partial consideration for this Agreement, Caterer shall provide food and beverage service at all meetings of the Carson City Council or the Carson Redevelopment Agency, with two meetings per month being at no cost to the City/Redevelopment Agency. Menu selection for City/Redevelopment Agency meetings shall be determined by the Caterer.

**b. Billings.**

(1) Caterer shall arrange for and collect all billings and payments for catering services.

(2) Caterer's service charge shall be 20% of the food and beverage price for the catering services during the first 24 months of the contract. Any changes to the service charge after 24 months shall be subject to mutual agreement between Caterer and City.

**c. Food & Beverages.**

(1) Caterer shall supply high quality food and beverages. Caterer shall only serve food and beverages approved by the United States Food and Drug Administration for those types of food subject to such Food and Drug Administration approval.

(2) All cakes, rolls, pies and other breads and pastries shall be made from scratch and baked by Caterer. All salads, including but not limited to, potato salad, coleslaw and fruit salad and all salad dressings shall be made from scratch by Caterer. Frozen foods shall not be used in preparing entrée meals.

(3) The amount of food served per person shall be a minimum of 8 ounces for breakfast and 18 ounces for lunch and dinner.

(4) All foods shall be stored at proper temperatures to prevent spoilage and served at temperatures suitable for consumption. Beverages are to be served fresh and at the temperature required for the particular product. Unless otherwise required or specified by the producer of the product, hot beverages shall be served at 150°F and cold beverages at 45°F. City reserves the right, in its sole discretion, to restrict beverage sales to non-alcoholic beverages at any particular time.

(5) Caterer shall offer for-sale-only foods and beverages of such quality as judged acceptable by City. All of the products served at or through the Center shall be fresh and appealing in appearance. All entrees, vegetables and salads are to be prepared and/or cooked in the kitchens within two hours of scheduled service. Substitutes for advertised products, fillers, dilutants, or reductions in size of standard manufactured or processed products shall not be permitted.

(6) City shall have the right to inspect and approve in the presence of the Caterer, all products to be sold by Caterer. Any products found not to be in compliance with the requirements of the bid specifications and contract will be subject to

rejection by City. In the event City should reject any product, it shall be immediately removed from the premises and shall not be returned for sale.

**d. Disposition of Excess Food.** Caterer shall make provisions to allow leftover prepared food to be removed from the Center if requested by the client; otherwise, the extra food should be made available to local shelters if it is not to be processed by Caterer.

**e. Inventory and Service Capability.** Caterer shall keep and maintain adequate kitchen inventory, including but not limited to, cookware (pots, pans, utensils, etc.) sufficient to operate the City's two commercial kitchens and to serve a minimum of 1,500 persons at a sit-down style dinner at any one time, including:

(1) Formal serviceware (dishes, flatware, stemware, linens, etc.) shall be of high quality as determined by the City Manager or his designee. All replacement serviceware shall be provided as necessary and be of equal high quality.

(2) Adequate off-site refrigeration space to accommodate the storage, until needed, of perishable food products and other items which may originate from outside the Center's kitchens.

(3) One delivery vehicle in good working order with adequate refrigeration equipment for delivery of food products and necessary supplies.

(4) Any other equipment necessary to adequately perform the services in the manner required under this Agreement.

City reserves the right to enter and inspect all areas of the Facilities affected by this Agreement. It shall be the duty and responsibility of Caterer to maintain its equipment in fine working order and condition throughout the life of this Agreement.

**f. Concessions.** Caterer shall provide concession service to clients of the Center. This service shall be provided on an as needed basis, including weekends. The concession service shall include breakfast, lunch, dinner and beverage items, depending on the client request. Caterer may negotiate concession menu prices and fees with clients, provided such prices and fees are approved by the City Manager or his designee before implementation. Should Caterer, for any reason, be unable to provide concession services to the City's clientele, the City reserves the right to allow said clients to make arrangements with concessionaires other than Caterer.

**g. Marketing.**

(1) Caterer is committed to providing, with the support of the City's Center staff, a comprehensive and effective marketing effort in Carson. To that end, Caterer is committed to implementing Caterer's proposal of August 3, 2011, for marketing the Center. The proposal is entitled "Annual Marketing Budget" and is attached as Exhibit A, and is hereby incorporated into this Agreement by this reference as if set forth in full. Caterer's marketing expenditures will include, but not be limited to, those items listed in Exhibit A. Such marketing shall include a minimum annual expenditure by Caterer of \$82,000.00, as generally

described in Exhibit A, in showcasing the Center and in expanding the on-site and off-premises catering from or at the Center.

(2) Caterer further agrees that during the first two years of the term of this Agreement, subject to the cooperation and approval of City staff and their required bidding and construction guidelines, Caterer will expend a minimum of \$113,000.00 in exterior enhancements to the Center to create at least one additional wedding venue, and possibly three, in accordance with Caterer's "Wedding Center" proposal as described in the attached document entitled, "Carson Inspiration Board" (Exhibit B), as costs permit. All final design plans and drawings must be mutually agreed to between the parties to this Agreement. Caterer's investment is predicated on the cooperation of the City staff to market, promote, tour and rent the Wedding Center venue sites when completed as well as the assignment of a City Contract Manager to assist the Caterer in the planning and development of the project.

(3) Caterer further agrees that it will utilize its best efforts to generate additional "point of sale" sales from the Center for "off-premises catering."

**h. Maintenance Plan.** Caterer shall, at its sole cost and expense, implement the maintenance plan as set forth in its proposal (Exhibit C), which shall be subject to the following requirements:

(1) Caterer shall clean the Main Kitchen, Room 107-Store Room and the East Wing Kitchen, plus all items including linen, tableware, dishes, cooking equipment and other cooking items utilized by Caterer in performing its services. Caterer's regular maintenance shall include clean up of the kitchens, food preparation and service areas after all catered functions. All clean-up of banquet rooms must be completed before the facility is closed for the night.

(2) Caterer is required to provide appropriate refuse containers for use in function areas. After each function, all garbage, including that which has been placed in permanent City containers, shall be removed and placed in the location and in the containers designated by the City Manager or his designee. City shall be responsible for removal of garbage from the premises. Caterer shall be responsible for keeping the location where Center's garbage bins are located in a neat and clean condition at all times.

(3) Clean-up shall proceed expeditiously after each function so as to allow Center reasonable opportunity to prepare the function space for reuse. Should it be necessary, in the judgment of the City Manager or his designee, for Center to be cleaned by City following a function, City may bill Caterer for such service at its normal hourly rate.

(4) Caterer shall clean-up any food and beverage spills occurring in the Center and must inform Center staff of the spill immediately.

(5) Caterer shall purchase and pay for all soaps and detergents required to operate the Center's two dishwashers.

(6) Caterer shall maintain the kitchens in such condition so as to receive an "A" rating from the Los Angeles County Health Department.

(7) Should Caterer cause or allow a violation or infraction to occur of the Los Angeles County Health Code, Caterer shall respond to any notice of violation or infraction and correct the condition that is the subject of the violation or infraction within three (3) business days; provided that in the case of a violation or infraction which cannot with diligence be remedied or cured within such three business day period, Caterer shall have additional time as approved by the City Manager or his designee as reasonably necessary to remedy or cure such violation or infraction.

Caterer's maintenance plan excludes regular building maintenance, which shall be performed by the City's Center staff.

**i. Hours/Availability.** Caterer shall maintain regular office hours at the Caterer Office Monday through Friday and must be adequately staffed to conduct the Caterer's business in an efficient and professional manner. Caterer shall provide prompt and professional responses to the Center's clients and staff.

**j. Miscellaneous.**

(1) Caterer shall maintain telephone answering services at the Center at all times during the term of this contract for use before and after normal business hours.

(2) Caterer shall honor all previously planned and committed catering functions which precede the effective date of this Agreement. No supervision fee will be charged to Center. All previous financial commitments made under the prior catering agreement are to be honored as agreed.

(3) Caterer's services, menus, brochures, and overall quality shall be not less than that reflected in Caterer's Proposal (Exhibit C).

**2. Caterer's Employees.**

**a.** Caterer shall implement and maintain a detailed staffing plan consistent with the plan set forth in Caterer's Proposal (Exhibit C). Caterer's staffing plan shall at all times include a catering manager, sales coordinator, and other subordinate staff needed to operate a high quality catering service at the Center. The staffing plan shall further include a listing of the responsibilities to be assigned to each staff position and delineate the lines of authority. Quality experience in a convention center or a community center is desirable for each of the persons assigned to this engagement. The staffing plan must also include other required set-up staff and part-time employees such as bartenders who may be required on an on-call basis. If the minimum levels of staffing in Caterer's staffing plan prove inadequate, City reserves the right to require a greater number of service personnel.

**b.** Caterer's chef shall have at least five consecutive years of professional experience.

**c.** Caterer shall provide experienced sales coordinators during normal business hours at the Center.

d. Caterer's kitchen staff shall be made available on an as-needed basis 24 hours per day, 364 days per year, excluding December 25th.

e. A reasonable number of Caterer's employees shall be permitted entry to the Center in accordance with regulations established by the City Manager or his designee. The City Manager or his designee, in his or her sole discretion, may deny entry to any person employed by Caterer. The City Manager or his designee may require that Caterer prevent an employee from providing service under this Agreement. All catering employees shall be citizens of the United States or have the legal and documented right to work in the United States.

f. Employees of Caterer shall at all times be neatly and cleanly uniformed at no expense to City. Caterer's employees must meet all sanitary standards prescribed for restaurant employees.

g. Caterer shall train and closely supervise all employees so that they are aware of and continually practice high standards of cleanliness, courtesy and service. Caterer's employees shall at all times reflect personal cleanliness. Unkempt and unclean employees will not be tolerated.

h. Caterer's employees shall follow all applicable sanitary practices, rules and requirements, governing restaurant employees. Caterer's owners and employees shall not, either by act or language, offend or disturb patrons of normal sensitivity during the course of providing services at a Center function. Caterer's employees shall not interfere with a program or special event presented during a Center function. The City Manager or his designee shall be the sole judge in the determination of such matters.

i. Caterer shall train and closely supervise all employees so that they are aware of and habitually practice the high standards of cleanliness, courtesy and services required. Caterer will provide an adequate number of personnel in the Facility to properly service and attend to the patrons.

**3. Complaints.** Caterer shall respond promptly to all complaints from patrons and shall report to the City on each complaint and the resolution thereof. If City believes a complaint to be of a serious nature, City shall notify Caterer immediately. Caterer shall respond to such notification within four days. Receipt of an unreasonable number of serious complaints shall be considered a breach of this Agreement. Determination of the seriousness of complaints shall be at the consensus of the Community Center Manager, the Caterer's Carson Food & Beverage Manager, the Caterer's Controller and the Public Services General Manager.

#### **4. Compensation.**

a. Caterer shall pay City a monthly user fee for functions catered at the Center based upon the following percentage amounts of sales generated from such functions, exclusive of sales tax and gratuities:

- (1) 30% of the gross sales of alcoholic beverages.

(2) 20% of the gross sales of food services and nonalcoholic beverages.

(3) 20% of miscellaneous/party rentals, if any, excluding sales using outside contracted services, if any.

(4) 6% of gross off-premise sales of food and beverages based on gross sales of food and beverages, where Center kitchen facilities are used by Caterer for the storage, handling, or preparation of the food or beverages.

(5) 0% on the sales for City events and sales to all City-affiliated organizations which receive the 20% City discount on food and non-alcoholic beverages.

(6) Notwithstanding the foregoing percentage amounts, Caterer hereby guarantees City a minimum monthly user fee of \$10,000.00 in the event any month falls below a level that would yield revenues to City of less than \$10,000.00. City and Caterer agree that this guaranteed rent provision will be waived under the following conditions: a) if for any reason the Center is closed for seven days or more during the month, due to no fault of the caterer, thereby limiting the amount of room rentals available for reasons including but not limited to, construction, remodel, renovation, weather or utilities shut down, or b) failure of the city to follow the established guidelines for room reservations and cancellation policies, thereby failing to book the rooms to the potential available.

b. **“Gross Sales”** shall mean all the money or other things of value received by or owed to Caterer for the food and/or beverages provided prior to any adjustments or refunds given by Caterer to customers, and include any uncollected or uncollectible accounts. Any refunds or adjustments given by Caterer to customer from the total sales amount for the event shall be reflected on the event invoice.

c. For events occurring on the 1<sup>st</sup> through 15<sup>th</sup> of the month, Caterer shall provide the City Manager or his designee with a copy of each invoice within three business days after the 15<sup>th</sup>, and for events occurring on the 16<sup>th</sup> through 31<sup>st</sup> of the month, Caterer shall provide the City Manager or his designee a copy of each invoice within three business days after the last day of the month. Should the City Manager or his designee request a copy of the invoice from a specific event, that invoice shall be provided within three business days of the request. Caterer also agrees to provide City within 15 calendar days after the end of each calendar month or after the request of the City Manager or his designee, a rent report showing total sales for such calendar month, together with payment based on the percentages set forth above, regardless of whether Caterer has been paid for such sales.

5. **City Facilities and Equipment.** Caterer shall exercise all reasonable care in its use of City-owned property or equipment and shall promptly notify City of any equipment which requires repair or non-routine maintenance. Caterer shall be solely responsible for any damage or loss, other than normal wear and tear, arising out of or from Caterer's use of any City-owned property or equipment used by Caterer during the course and scope of this Agreement. If any City-owned property or equipment is damaged, lost or destroyed, Caterer shall replace the

same or pay City the cost of repair or cost of replacement of such property to City within 30 days of discovery of the loss or damages. Notwithstanding the foregoing, Caterer understands and acknowledges that the City has the sole right to control, operate and manage the Center at all times.

## 6. City's Obligations.

**a. Room Reservations.** City shall arrange for the rental of rooms in the Center through a computerized room availability system ("scheduling system") and shall endeavor to refer persons desiring catering services to Caterer prior to client's deposit or commitment. City shall make every effort to include food and/or beverage functions in event planning. City shall be solely responsible for making all reservations and cancellations on the scheduling system. City shall make the scheduling system accessible to Caterer for viewing the event scheduling. Caterer shall have read-only access to the scheduling system, without any right to make modifications to the scheduling data. City shall provide access to the scheduling system on the caterer's computers. Should Caterer wish to have access to the scheduling system at any other location, such access, including but not limited to, hardware, software, installation and wiring requirements, shall be at Caterer's sole expense.

**b. Caterer Office.** City shall provide Caterer an office within the Center at the same location and having the same size as the current office occupied by Caterer, as such office is depicted on Exhibit D ("Caterer Office"). The Caterer shall use the Caterer Office in connection with the provision of services under this Agreement, provided all personal calls on City telephones shall be reimbursed by Caterer to City.

**c. Shared Office.** City shall provide Caterer the non-exclusive right to use the office located immediately to the right of the Caterer Office, as such office is depicted on Exhibit D, ("Shared Office") for use by Caterer to meet with prospective catering clients related to events at the Center. City will endeavor to allow Caterer to use the Shared Office. However, in the event of a conflict, the City shall have priority over its use.

**d. Ticket Office.** City shall provide Caterer the right to use the ticket office located in the lobby of the main banquet room, as such office is depicted on Exhibit D, ("Ticket Office") for use by its banquet manager in conducting Caterer's business activities at the Center. City shall provide two clean, unbroken desks and chairs and two phones for Caterer's use in the Ticket Office. Caterer will endeavor to allow City to use the Ticket Office, as needed by the City. However, in the event of a conflict, the Caterer shall have priority over its use.

**e. Coat Room.** Upon Caterer's prior request, City, in its sole discretion, may provide Caterer the right to use the room located in the lobby of the main banquet room, as such room is depicted on Exhibit D ("Coat Room"), provided such room is available for use at the time requested. Caterer may use the Coat Room as a coat-check room for guests of its clients and storage of personal belongings of Caterer's employees for no longer than the day of a scheduled catering event. The parties agree that within 60 days of the execution of this agreement, the parties will do a walk-thru to determine if a separate "Bride's Room" and/or "Green Room" can be created.

f. **Kitchens.** Caterer shall be given exclusive access to the Main Kitchen and storage facilities, as depicted on Exhibit D, on a daily basis to store and maintain its kitchen inventory and supply. Caterer shall have non-exclusive access to the East Wing Kitchen, which access shall be shared with the YMCA, its subcontractors or assignees, on Monday through Friday between the hours of 8:00 a.m. and 1:00 p.m. Caterer shall have the exclusive use of the East Wing Kitchen storage facilities, except those storage cabinets used by senior clubs before the term of this Agreement. Caterer acknowledges that such cabinets shall continue to be exclusively used and accessed by the senior clubs.

g. **Set-up/Clean-up.** City will provide set-up, vacuuming and clean-up between same day events. This cleaning shall be completed, when possible, one hour prior to scheduled start of the subsequent event.

h. **Building Maintenance.** City is responsible for providing all maintenance and repair of City-owned property or equipment. City is also responsible for scheduling all routine maintenance of City-owned property or equipment.

i. **Caterer Equipment.** City personnel shall not utilize any equipment owned by Caterer and brought into the Center for the exclusive use of Caterer's personnel or Caterer's clientele. City shall permit Caterer to store Caterer's equipment in a restricted and secured area of the Center if such space is available and sufficient notice has been given to the City Manager or his designee by Caterer before the time the space is requested.

j. **Other Caterers.** Except as provided in Section 7 below, during the term of this Agreement, City shall not utilize any other caterer in the Center or authorize the Center to be utilized by any other caterer, other than in connection with use of the Center by senior citizens' organizations, the Carson Women's Club, and the Carson Sister Cities Association which will be permitted to furnish their own food and beverages, whether purchased or homemade and without use of the Main Kitchen.

7. **Outside Food Service.** City reserves the right to allow food and beverage to be brought into the Center for designated City functions with prior approval of the appropriate General Manager, and by the YMCA, its subcontractors or assignees. This food and beverage will be served independent of the Caterer, provided that the Main Kitchen is not used except in circumstances of an emergency. City also reserves the right of serving novelty food items as part of exhibits or conferences scheduled at the center (e.g., cookies, candy handouts, food samples).

8. **Non-Exclusive Areas.** In addition to the provisions in Section 7, above, the following areas of the Center shall not be considered exclusive to Caterer: all sidewalks, parking lot(s), and landscaped grounds (except that the new "Wedding Center" grounds will be exclusive to Caterer). City reserves the right to allow food and beverage served independent of the Caterer in these designated areas.

9. **Books and Records.**

a. Caterer shall maintain a system of books and records in accordance with generally accepted accounting principles showing all Caterer's revenues received and promotional expenses incurred in connection with the performance of the services herein. City

and its authorized agents may inspect or audit such books and records at any time during regular business hours upon 24 hours notice. Said records shall be kept for not less than two years after the expiration of the five year term of this Agreement and any extensions thereof.

b. At a minimum, Caterer must be able to furnish City with an invoice system that accounts for all invoices relative to the Center in numerical sequence. The proposal must also provide for a monthly sales report which includes the following components:

(1) A separate report whereby all sales are accounted for by client name.

(2) A separate report whereby all sales are accounted for by invoice number.

(3) Both reports should reflect the total sales in each of the areas where City receives a commission as referenced in Section 4 of this contract. All meal items are also to be listed in detail as to what was served (e.g. filet mignon, not "second entree").

(4) The record keeping system must be capable of indicating adjustments or discounts applied to an invoice including the amount and justification for the adjustment or discount. City must also be given a copy of the client order form showing all prices applicable to the services being provided to the client. City shall impose a \$500.00 per week penalty if the monthly reports required under Sub-section 4.c above are submitted late, which penalty shall be imposed beginning on the first day of each week in which the reports are late. Each \$500.00 penalty shall apply per week and not be prorated, regardless of whether the reports were submitted within the week for which a penalty is paid.

(5) City reserves the right to audit and recompute the reports submitted by Caterer. If, after audit, such audit or recomputation indicates an underpayment to City of less than three percent, Caterer shall pay to City the amount of the underpayment within ten days of receipt of written notice from City that such is the case. If, after audit, such audit or recomputation indicates an underpayment of three percent or more, Caterer shall reimburse City for all reasonable costs and expenses incurred in connection with the audit and recomputation within ten (10) days of receipt of written notice from City that such is the case. If, after audit, such audit or recomputation indicates an overpayment, City shall notify the Caterer in writing of the amount of the overpayment, less costs and expenses incurred in connection with the audit and recomputation.

**10. Term.** This Agreement shall be effective on December 1, 2011, and continue for a period of five consecutive years thereafter, and ending at the close of business on November 30, 2016 ("term"). The City, in its sole discretion, may extend this contract for one additional five-year term, on the same terms and conditions, unless modified in writing by both parties. The City agrees to notify Caterer no later than January 4, 2016, of its intention to either extend the contract for the additional five-year term or initiate the Request for Proposal (RFP) process for catering services.

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**11. Termination of Agreement for Cause.**

a. City Council may terminate this Agreement for breach by Caterer upon thirty days written notice to Caterer that it is in breach of this Agreement and the subsequent failure by Caterer to correct said breach during the thirty day period.

b. Caterer may terminate this Agreement for breach by City upon 30 days written notice to City that it is in breach of this Agreement and the subsequent failure by City to correct said breach during the thirty 30 day period.

c. The City Council may terminate this Agreement upon 24 hour notice for any of the following reasons:

(1) Upon the happening of any act or omission which results in the suspension or revocation of any license, permit or authority that terminates the conduct and operation of the service hereunder by Caterer, or suspends it for anytime in excess of 24 hours;

(2) If Caterer voluntarily abandons, deserts, vacates or discontinues all or part of its operation of the service hereunder by Caterer, or suspends it for anytime in excess of 24 hours;

(3) In the event of an emergency or natural catastrophe which renders the Center unsafe or unavailable for its intended use whether such conditions result from earthquake, fire, storm, explosion, flood, riot, civil commotion or otherwise;

(4) Caterer commits an act or activity which could result in substantial damage to Center or its operations or which is in direct and substantial interference with the use of Center;

(5) If there is a deterioration of service and/or quality of food, any health department documented food poisoning, or violation of liquor policies;

(6) Failure of Caterer to supply City with any of the permits required under Section 17, or to maintain in full force and effect any insurance required under Section 15.

(7) If the interest or estate of Caterer under the contract is transferred to, passed to or devolved upon, by operation of law or otherwise, any other person, firm or corporation in a merger or constituent corporation in a consolidation.

(8) If a petition under any part of the federal bankruptcy laws, or an action under any present or future insolvency law or statute is filed by or against Caterer, or Caterer is adjudicated as bankrupt; or

(9) If the levy of any attachment or execution or the appointment of any receiver, or any other process of any court of competent jurisdiction which does or, as a direct consequence of such process, will interfere with Caterer's occupancy of the Facilities and will interfere with its operations under the contract, and which attachment,

execution, receivership or other process of such court is not vacated, dismissed or set aside within a period of 72 hours.

d. Except as provided in Sub-section 11.c., no termination for cause declared by either party shall be effective, and City shall not take possession of the Facilities, unless and until not less than 30 days have elapsed after 30 days notice by one party to the other have also elapsed. The notice shall specify the date upon which such termination shall take effect and the basis for the termination. In any event, no such termination shall be effective, nor shall City take possession of the Facilities:

(1) If, in the sole discretion of City, the default is cured within the 30 day period; or

(2) In the event that such default by its nature cannot be cured within 30 days, if the party in default promptly commences to correct such default within 24 hours and corrects the same as promptly as is reasonably practicable.

e. In the event that a lawsuit shall be initiated by City upon the default of payment of user fees, charge or fees provided in this Agreement, Caterer agrees to pay reasonable attorney's fees.

f. In the event of termination, cancellation or expiration of this Agreement, Caterer shall pay City's compensation provided for in Section 4 for all events catered prior to the effective date of termination. In addition, Caterer shall refund to patrons, within 60 days, any payments received for events which were scheduled to occur after the date of termination, cancellation or expiration.

**12. Termination of Agreement For Convenience of a Party.** This Section shall govern any termination of this Agreement except as specifically provided in the foregoing Section 11. Notwithstanding Section 11 above, City reserves the right to terminate this Agreement at any time, with or without cause, upon the giving of nine months advance written notice to Caterer. In addition, Caterer reserves the right to terminate this Agreement at any time, with or without cause, upon the giving of nine months advance written notice to City. In the event this Agreement is terminated by City pursuant to this Section, City shall be obligated to pay to Caterer a prorated portion of the amounts Caterer has spent pursuant to Sub-section 1(g)(2) of this agreement determined as follows: 1) with respect to the amounts spent under Sub-section 1(g)(2) for exterior enhancements, the prorated amount shall be the amount actually spent by Caterer on exterior enhancements during the term of this agreement less (a) the amount actually spent by Caterer on exterior enhancements during the term of the Agreement multiplied by (b) a fraction, the numerator of which is the number of days in the term preceding the termination of the Agreement and the denominator of which is 1,825 (5 years X 365 days).

**13. Performance Bond/Letter of Credit.**

a. **Performance Bond.** Within ten days from the date the City Council approves this Agreement, Caterer shall secure and throughout the term maintain in full force and effect a performance or surety bond to guarantee and assure the timely and complete performance of its obligations hereunder in an amount no less than \$75,000.00 fully prepaid and

renewable for each year of the term. Caterer shall ensure that the bonding company provides the City with notice of non-renewal within ten days of any non-renewal. Such bond shall be in substantially the form of commercial blanket bond form, naming the City as obligee and providing at least 30 days prior notice of any cancellation. Caterer shall procure such bond from underwriters approved by the City Manager or his designee, licensed in California, rated not less than "A-7" by A.M. Best Company, Inc. The form of the bond and the surety are subject to the approval of City's Risk Manager and the City Attorney. The condition of the performance bond shall be such that if Caterer shall well and truly perform the covenants, promises, undertakings and obligations contracted by Caterer to be performed under this Agreement, then the obligation of the bond shall be void; otherwise it shall remain in full force and effect. Said bond shall terminate and be canceled upon the completion of all of Caterer's obligations under this Agreement. City shall execute and deliver to Caterer or Caterer's surety company promptly upon Caterer's completion of all of its obligations under this Agreement such certificates or other documents as either of them may reasonably request for the purpose of terminating and canceling such performance bond by no later than 30 days after the end of the term.

**b. Letter of Credit.** As an alternative to such performance bond, at City's option Caterer may deposit with City a fully prepaid, irrevocable letter of credit for at least the duration of the term of this Agreement for which the letter of credit is deposited in the same amount as such performance bond. The form of the letter of credit and the issuer of the letter of credit are subject to approval of the City Manager or his designee and the City Attorney.

**c. City's Right to Draw Against Performance Bond/Letter of Credit.** City shall have the right to draw against the performance bond or letter of credit in the event of default by Caterer of this Agreement. Within five calendar days of receipt of notice from City, Caterer shall renew or replace such sums of money as needed to bring the performance bond or letter of credit to its original amount of \$75,000.00.

**14. Indemnification.** Caterer shall indemnify, defend and hold harmless City and its elected officials, officers, attorneys, agents, employees, volunteers, successors, and assigns (collectively "Indemnitees") from any and all liability or financial loss, including legal expenses and costs of expert witnesses and consultants resulting from any lawsuits, claims, losses or actions brought by any person or persons, by reason of injury and arising directly or indirectly from the activities and operations of Caterer, including its officers, agents, employees, subcontractors or any person employed by Caterer, in the performance of this Agreement, by executing City's standard, "Indemnification and Hold Harmless Agreement and Waiver of Subrogation and Contribution," attached hereto and incorporated herein as Exhibit E. Caterer agrees that Caterer's covenant under this Section shall survive the termination of this Agreement.

**15. Insurance.** The Caterer shall procure and maintain, at its sole cost and expense, in a form and content satisfactory to City, during the entire term of this Agreement including any extension thereof, the following policies of insurance:

**a. Comprehensive General Liability Insurance.** A policy of comprehensive general liability insurance written on a per occurrence basis in an amount not less than either: (i) a combined single limit of \$2,000,000.00 for bodily injury, death and property damage or (ii) bodily injury limits of \$1,000,000.00 per person and \$2,000,000.00 per

occurrence and \$2,000,000.00 products and completed operations and property damage limits of \$1,000,000.00 per occurrence and \$1,000,000.00 in the aggregate.

**b. Workers' Compensation Insurance.** A policy of workers' compensation insurance in such amount as will fully comply with the laws of the State of California and which shall indemnify, insure and provide legal defense for both the Caterer and the City against any loss, claim or damage arising from any injuries or occupational diseases occurring to any worker employed by or any persons retained by the Caterer in the course of carrying out the work or services contemplated in this Agreement.

**c. Automotive Insurance.** A policy of comprehensive automobile liability insurance written on a per occurrence basis in an amount not less than either: (i) bodily injury liability limits of \$1,000,000.00 per person and \$2,000,000.00 per occurrence and property damage liability limits of \$250,000.00 per occurrence and \$1,000,000.00 in the aggregate or (ii) combined single limit liability of \$2,000,000.00. Said policy shall include coverage for owned, non-owned, leased and hired cars.

**d. Additional Insurance.** Policies of such other insurance, including professional liability insurance, as may be required by the City Manager or his designee.

All of the above policies of insurance shall be primary insurance and shall name the City, its officers, employees and agents as additional insureds. The insurer shall waive all rights of subrogation and contribution it may have against the City, its officers, employees and agents and their respective insurers. All of said policies of insurance shall provide that said insurance may not be amended or cancelled without providing 30 days prior written notice by registered mail to the City. In the event any of said policies of insurance are cancelled, the Caterer shall, prior to the cancellation date, submit new evidence of insurance in conformance with this Section 15 to the City Manager or his designee. No work or services under this Agreement shall commence until the Caterer has provided the City with Certificates of Insurance or appropriate insurance binders evidencing the above insurance coverages and said Certificates of Insurance or binders are approved by the City.

All certificates shall name the City as additional insured (providing the appropriate endorsement) and shall conform to the following "cancellation" notice:

"CANCELLATION:

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATED THEREOF, THE ISSUING COMPANY SHALL MAIL 30-DAY ADVANCE WRITTEN NOTICE TO CERTIFICATE HOLDER NAMED HEREIN.

[to be initialed] \_\_\_\_\_  
"Insurance Agent Initials" "

Caterer agrees that the provisions of this Section 15 shall not be construed as limiting in any way the extent to which the Caterer may be held responsible for the payment of damages to any persons or property resulting from the Caterer's activities or the activities of any person or persons for which the Caterer is otherwise responsible.

In the event the Caterer subcontracts any portion of the work in compliance with this Agreement, the contract between the Caterer and such subcontractor shall require the subcontractor to maintain the same policies of insurance that the Caterer is required to maintain pursuant to this Section 15.

**16. Liquidated Damages.** In the event any user fees, fee charges, or other money payments which Caterer has agreed to pay under this Agreement, or any part thereof, are unpaid after the date specified for such payments, Caterer shall pay to City 21% per annum of the outstanding balance as liquidated damages for each week that such balance remains outstanding. Such liquidated damage amount shall be imposed beginning on the first day of each week in which any payment is late. The amount of liquidated damages imposed per week shall not be prorated, regardless of whether the payment is submitted within the week for which the liquidated damage amount is paid. The parties agree that this sum is a reasonable approximation of the actual damages which they presently anticipate would result from Caterer's breach, and thus it is inserted here not as a penalty but for the sole purpose of avoiding the difficulties of proof of the actual damages.

**17. Permits, Licenses, and Taxes.**

a. Caterer shall, at its own cost and expense, procure and keep in force during the term of this Agreement all necessary permits and licenses and shall require any subcontractors to have all necessary permits and licenses. Caterer shall be responsible for the payment of all applicable taxes for products or services under its control and for the maintenance of appropriate records showing payment of taxes. Caterer acknowledges that the interest granted under this Agreement may be subject to possessory interest taxes. Caterer shall, at a minimum, be required to obtain and maintain during the course of the contract each of the following:

- (1) City of Carson business license;
- (2) County of Los Angeles Health Department permit for a food and beverage operation;
- (3) State of California Health Department food handler permits;
- (4) California State Alcoholic Beverage Control Board liquor license; and,
- (5) California State Board of Equalization sellers permit.

b. Caterer shall pay and discharge before delinquency all taxes, if any, and assessments, which may be levied during the contract as a result of Caterer's operations. Caterer shall not permit any liens to be asserted against City's property during the term of this Agreement.

**18. Compliance with Laws.** Caterer and its employees shall, at their sole cost and expense, comply with the requirements of all City, County, State and Federal authorities now in force, or which may hereafter be in force, pertaining to the Center, or the operations conducted thereon, and shall faithfully observe, and secure observance with, in the use of Center

Facilities, all City ordinances and State and Federal statutes now in force, or which may hereafter be in force.

**19. Employment of City Residents.** To the greatest extent feasible, Caterer shall endeavor to employ residents of the City of Carson in the rendering of the services required by this Agreement. All solicitations for employment arising in whole or in part out of the execution of this Agreement, whether full- or part-time, new or replacement hires, shall be listed with the Carson Career Center. Information on how to list employment opportunities with these agencies may be obtained at City Hall.

**20. Independent Contractor.** Caterer shall not represent or otherwise hold itself out or any of its subcontractors, directors, officers, partners, employees or agents to be an agent or employee of City. Caterer shall have no power or authority to create any debt or obligation against City. Neither City nor any of its employees shall have any control over the manner, mode or means by which Caterer or its agents or employees, perform the services required herein, except as otherwise set forth herein. City shall have no voice in the selection, discharge, supervision or control of Caterer's employees, representatives or agents, or in fixing their number, compensation, or hours of service, except as otherwise set forth at Section 2 herein. Caterer shall perform all services required herein as an independent contractor of City and shall remain at all times as to City a wholly independent contractor with only such obligations as are consistent with that role. City shall not in any way or for any purpose become or be deemed to be a partner of Caterer in its business or otherwise or a joint venturer or a member of any joint enterprise with Caterer.

**21. Non-Interference.** Caterer is only a licensee of City. To that end, Caterer shall make no commitments of whatever kind or nature for use of the Facilities by others. All reservations and use agreements with users of the Center shall be the sole responsibility of the City Manager or his designee. Caterer shall have no power to control or direct any City officers, employees, or agents, or aspect of the Center or City operations in, at or about such center, except for the Caterer Office and the Center kitchens during the term herein, provided however that nothing in this Section 21 shall be deemed a limitation on caterer's right to show the Center with Caterer's own staff in an effort to promote bookings with Caterer. Notwithstanding the foregoing, City retains the right to enter and inspect all of the Facilities during any business day, upon reasonable notice to Caterer. Further, City reserves the right to enter and occupy, without advance notice to Caterer, any and all of the Facilities during such times as may be necessary in response to any emergency or natural catastrophe or any other similar event. Caterer acknowledges and agrees that the Facilities are City-owned and operated and Caterer's right to use the Facilities is solely in connection with the services under this Agreement. Caterer shall not interfere with or otherwise impede programs or events at the Center performed by the City, its agents, contractors or invitees.

**22. Assignment, Subletting and Third Party Use of Facilities.** Caterer acknowledges that its experience and expertise are material considerations of City in entering into this Agreement with Caterer. Caterer shall not assign, transfer, convey or otherwise dispose of any part of or all of its rights nor delegate any of its duties (collectively "assign") under this Agreement without the express prior written consent of City Manager or his designee. Any such assignment made without the written consent of City shall be void and the Caterer shall be in

default of this Agreement. Caterer's violation of this Section 22 shall not release Caterer from any obligation under this Agreement or release Caterer from the payment of any damages to City, which the City may sustain as a result of such violation. Caterer shall not subcontract any of the rights or duties under this Agreement without the express written consent of the City Manager or his designee. Caterer shall make no commitments of whatever kind or nature to any third party for use of the Facilities or any part thereof. All reservations and rental or use agreements with users of the Center shall be the sole responsibility of the City Manager or his designee.

**23. Miscellaneous Provisions.**

**a. Non-liability of City Officers & Employees.** No officer or employee of the City shall be personally liable to the Caterer, or any successor in interest, in the event of any default or breach by the City or for any amount which may become due to the Caterer or to its successor, or for breach of any obligation of the terms of this Agreement.

**b. Warranty & Representation of Non-Collusion.** No official, officer, or employee of the City has any financial interest, direct or indirect, in this Agreement, nor shall any official, officer, or employee of the City participate in any decision relating to this Agreement which may affect his/her financial interest or the financial interest of any corporation, partnership or association in which (s)he is directly or indirectly interested, or in violation of any corporation, partnership or association in which (s)he is directly or indirectly interested, or in violation of any State or municipal statute or regulation. The determination of "financial interest" shall be consistent with State law and shall not include interests found to be "remote" or "noninterests" pursuant to Government Code §§ 1090, 1091 or 1091.5. Caterer warrants and represents that (s)he/it has not paid or given, and will not pay or give, to any third party including but not limited to, any City official, officer, or employee, any money, consideration, or other thing of value as a result or consequence of obtaining or being awarded any catering agreement. Caterer further warrants and represents that (s)he/it has not engaged in any act(s), omission(s) or other conduct or collusion that would result in the payment of any money, consideration, or other thing of value to any third party including but not limited to, any City official, officer or employee, as a result or consequence of obtaining or being awarded any catering agreement. Caterer is aware of and understands that any such act(s), omission(s) or other conduct resulting in the payment of money, consideration or other thing of value will render this Agreement void and of no force or effect.

Caterer's Authorized Initials \_\_\_\_\_

**c. Conflict of Interest.** No officer or employee of the City shall have any financial interest, direct or indirect, in this Agreement nor shall any such officer or employee participate in any decision relating to the Agreement which effects his/her financial interest or the financial interest of any corporation, partnership or association in which (s)he is, directly or indirectly, interested, in violation of any State statute or regulation. The Caterer warrants that it has not paid or given and will not pay or give any third party any money or other consideration for obtaining this Agreement.

**d. Covenant Against Discrimination.** Caterer covenants that, by and for itself, its heirs, executors, assigns and all persons claiming under or through them, that there shall be no discrimination against or segregation of, any person or group of persons on account of race, color, creed, religion, sex, marital status, national origin or ancestry in the performance of this Agreement. Caterer shall take affirmative action to ensure that applicants are employed and that employees are treated during employment without regard to their race, color, creed, religion, sex, marital status, national origin or ancestry. This provision shall include, but not be limited to the following: employment, recruitment, layoff or termination, compensation rates and selection for training. Caterer shall insert a similar provision in any outside contract or subcontract for services covered by this Agreement and approved by City pursuant to Section 22.

**e. Notice.** Any notice, demand, request, document, consent, approval or communication either party desires or is required to give to the other party or any other person shall be in writing and either served personally or sent by prepaid, first-class mail to the following individuals: For City, to the attention of the City Manager, City of Carson, 701 East Carson Street, Carson, CA, 90745, and For Caterer, to Linda Loaeza, CEO, Jay's Catering, 10581 Garden Grove Boulevard, Garden Grove, CA, 92843. Either party may change its address by notifying the other party of the change of address in writing. Notice shall be deemed communicated at the time personally delivered or in 72 hours from the time of mailing if mailed as provided in this Sub-section.

**f. Interpretation.** The terms of this Agreement shall be construed in accordance with the meaning of the language used and shall not be construed for or against either party by reason of the authorship of this Agreement or any other rule of construction which might otherwise apply.

**g. Integration; Amendment.** It is understood that there are no oral agreements between the parties hereto affecting this Agreement and this Agreement supersedes and cancels any and all previous negotiations, arrangements, agreements and understandings, if any, between the parties, and none shall be used to interpret this Agreement. This Agreement may be amended at any time by the mutual consent of the parties by an instrument in writing.

**h. Severability.** In the event that any one or more of the phrases, sentences, clauses, paragraphs or sections contained in this Agreement shall be declared invalid or unenforceable by a valid judgment or decree of a court of competent jurisdiction, such invalidity or unenforceability shall not affect any of the remaining phrases, sentences, clauses, paragraphs or sections of this Agreement which are hereby declared as severable and shall be interpreted to carry out the intent of the parties hereunder unless the invalid provision is so material that its invalidity deprives either party of the basic benefit of their bargain or renders this Agreement meaningless.

**i. Waiver.** No delay or omission in the exercise of any right or remedy by a non-defaulting party on any default shall impair such right or remedy or be construed as a waiver. A party's consent to or approval of any act by the other party requiring the party's consent or approval shall not be deemed to waive or render unnecessary the other party's consent to or approval of any subsequent act. Any waiver by either party of any default

must be in writing and shall not be a waiver of any other default concerning the same or any other provision of this Agreement.

**j. Attorneys' Fees.** Except as specifically provided at Sub-section 11.e above, if either party to this Agreement is required to initiate or defend or made a party to any action or proceeding in any way connected with this Agreement, the prevailing party in such action or proceeding, in addition to any other relief which may be granted, whether legal or equitable, shall be entitled to reasonable attorney's fees, whether or not the matter proceeds to judgment.

**k. Corporate Authority.** The persons executing this Agreement on behalf of the parties hereto warrant that: (i) such party is duly organized and existing, (ii) they are duly authorized to execute and deliver this Agreement on behalf of said party, (iii) by so executing this Agreement, such party is formally bound to the provisions of this Agreement, and (iv) the entering into this Agreement does not violate any provision of any other Agreement to which said party is bound.

IN WITNESS WHEREOF, the parties have executed and entered into this Agreement as of the date first written above.

**CITY:**  
CITY OF CARSON

\_\_\_\_\_  
Mayor

ATTEST:

By: \_\_\_\_\_  
City Clerk, Helen S. Kawagoe, MMC

APPROVED AS TO FORM:

By: \_\_\_\_\_  
City Attorney



**CATERER:**  
MASTROIANNI FAMILY  
ENTERPRISES, LTD., a California  
Corporation dba JAY'S CATERING

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name and Title

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name and Title

[END OF SIGNATURES]

**EXHIBIT A**

**CATERER'S ANNUAL MARKETING BUDGET**

(Caterer's Annual Marketing Budget begins on the following page.)

# Annual Marketing Budget

## Marketing Plan

An element to Jay's success within the catering community is its full-scale approach to marketing. Assessing and analyzing our client/partner's ever changing needs is our highest priority. All forms of advertising and marketing mediums and the rapidly growing social media platform are utilized to their full extent and print is used to enhance and reinforce our campaigns.

Jay's Catering believes in becoming a part of the community by getting involved and giving back. Partnering with Carson's non-profit organizations and community service organizations builds goodwill, a stronger community, and a direct connection with the people of Carson.

Most of Jay's Marketing Plan has a price tag, however some of the most valuable components are priceless. This includes Jay's sizable sales staff, who is experienced, personable, and always staying on top of the latest trends with industry education. Jay's web presence, which encompasses a highly ranked website and a highly trafficked blog, is unlike any other caterer nationally. Lastly, Jay's relationships with industry professionals is a priority, not only for continued growth but to continue building a superior reputation. Jay's is not only a member of the most prominent industry organizations, they are a part of them, serving as leaders and board members. This network is invaluable to Jay's and all of the businesses it partners with.

Below is a concise overview of how Jay's Catering proposes to market and support The Carson Community Center

## Advertising \$10,000

Jay's will create an ad campaign and purchase advertising specifically for The Carson Center. This is to include but not limited to; The Knot, Wedding Compass, Wedding Wire, Wedding Bee, Martha Stewart Weddings, Project Wedding, The Wedding Chicks, The Gathering Guide and local publications.

## Marketing Collateral and Menus \$10,000

Jay's will create and produce Marketing collateral, which consists of printed materials that describe, feature, and sell The Carson Center. This will include but not limited to; a brochure, fact sheet, press release, and other printed materials to be distributed within the community. Special menus will be created and printed for Carson. To support the menus, a Sample Proposal will be created and printed as a sales tool to aid in bookings.

## Event Tastings \$22,000

Bi-monthly Event Tastings will be held at The Carson Center for booked and potential clients. The rooms will be dressed and set just as a client would see it on the day of their event. These tastings are a great opportunity for Jay's and Carson to showcase the venue, its cuisine, and its possibilities. This is also a great sales tool that aids in the booking of events.

## **Annual Marketing Budget (Cont.)**

### **Venue Concierge \$5,000**

Jay's Venue Concierge is a free service unique to Jay's Catering. Potential clients are matched to venues that meet their needs and requirements utilizing Jay's proprietary software and database. Potential clients fill in an online form and a personalized list of venues, including links to websites, is provided to them. Follow up calls, emails and "hand holding" is provided by our Venue Concierge to ensure the client is matched to the perfect venue. Our Venue Concierge will refer potential clients to the Carson Center.

### **Corporate Sales Team \$5,000**

Jay's Corporate Sales Team, whose concentration is pursuing new business accounts and servicing current clients, enhances Jay's diverse sales staff. Backed by corporate delivery sales of \$3 million in 2010, Jay's Corporate Team has a proven track record of success. Outside sales will be targeted by the Corporate Sales Team, who will research businesses in the area and pursue prospective leads, thus resulting in an increase of revenues for The Carson Community Center.

### **In-House Photography \$5,000**

Another service unique to Jay's Catering is its In-House Professional Photographer. This service provides Jay's with high quality images to promote venues, events, and the latest creations. In a visually driven industry this is crucial. The Carson Center will benefit directly from this service, as our In-House Photographer will attend events at Carson, in order to capture images to use for promotional materials, blogging, and publicity.

### **Public Relations and Community Outreach \$25,000**

Jay's Catering will build awareness and interest, within the community, and increase the flow of information to the public for The Carson Community Center. This will be accomplished by sending press releases to journalists and placing stories in print and on the Internet, with a focus on obtaining media exposure through effective communication.

Jay's has a history of supporting service organizations within its community by partnering in the production of their events and fundraising efforts. Whether Senior Groups, City Organizations, or Boys and Girls Club, Jay's looks forward to supporting the community groups involved at The Carson Center

### **Jay's Web Presence (Priceless)**

Jay's maintains a highly ranked, attractive, user friendly website and adds content weekly. As an exclusive venue, The Carson Center will receive premier positioning and exposure to maximize search-ability and exposure. Google "Catering" and see for yourself.

### **Professional Associations (Priceless)**

Jay's actively participates and is a member of the most prominent and popular industry associations. We have found that people do business with those they know and like. Connecting and developing relationships with wedding and event planners is just as important to us as following industry trends. Our involvement in WIPA, ISES, ABC, NACE and MPI strengthens our presence in the event industry.

**\$82,000 Annual Marketing Budget**



## **Additional Startup Marketing Expenses Upon Completion of the New Wedding Center**

### **Professional Photo Shoot \$10,000**

Jay's will set up a photo shoot at The Carson Center with designers, stylists, models, florists, hair and make-up artists, rentals, linens, gowns, and photographers. These images will then be used for promotional purposes. Including; website enhancement, online marketing and print advertising.

### **Social Marketing \$30,000**

Jay's is an industry leader in Social Marketing. We have found that most consumers utilize technology when shopping. Brides are no different. In fact, today's bride is well versed in searching and shopping via the Internet. Our Social Marketing Strategies for The Carson Center include, but are not limited to:

#### **Blog**

Jay's is an innovator and industry leader when it comes to blogs. In creating a blog for Carson the primary focus is to drive traffic to the venue, create a presence within the event community and increase sales. Our in-house photographer attends many of the events in order to capture the design and story of the event. These stories in dramatic photographs are shared on the blog to increase exposure and showcase the potential of the venue. We also submit these events to other blogs for even more exposure within the community.

#### **Facebook**

In creating a Facebook page for Carson it opens up a forum to communicate with industry professionals, clients and potential clients. This is a successful tool for relationship building. A substantial amount of website traffic comes from Facebook.

#### **Twitter**

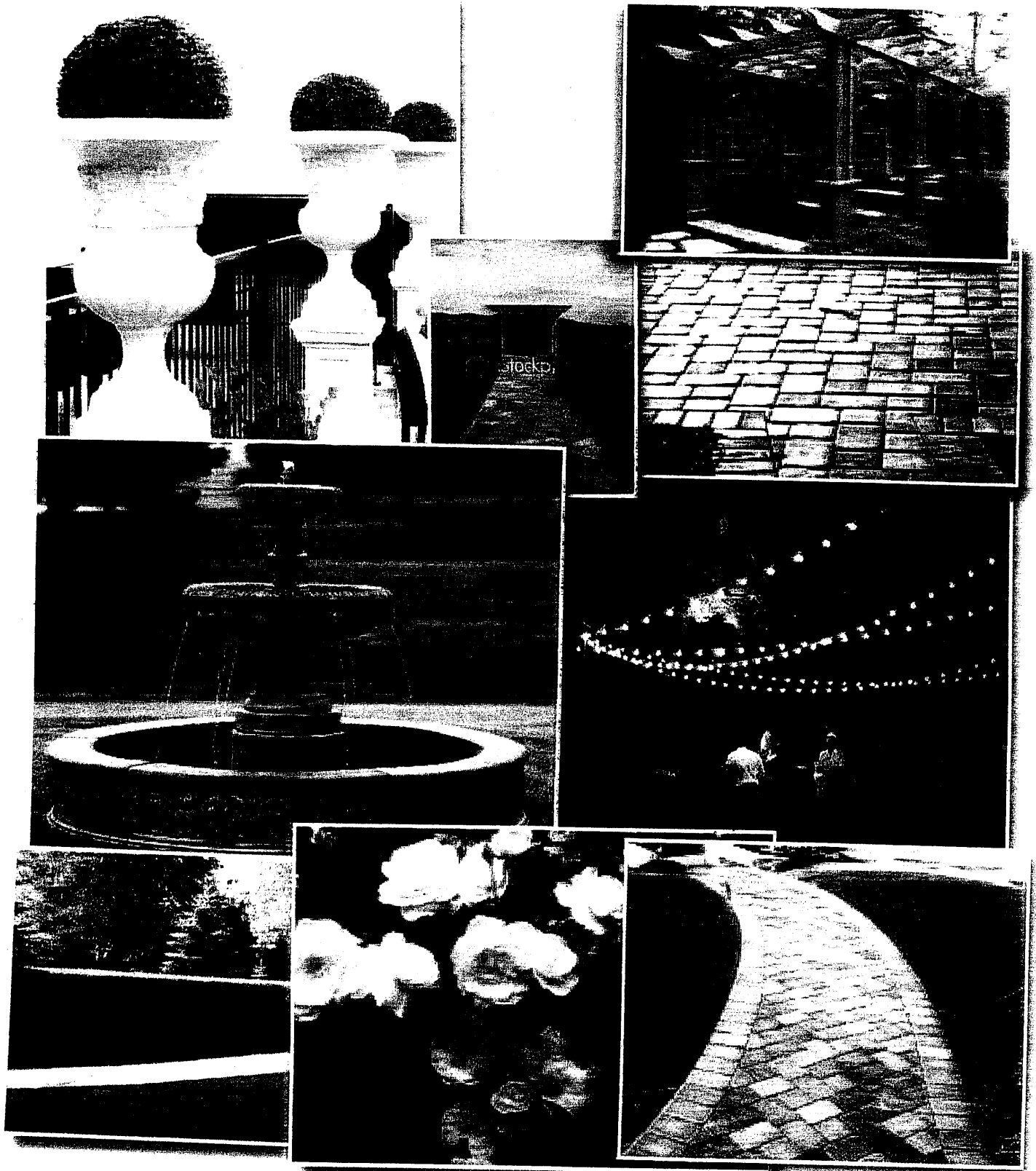
We will create and maintain a twitter account for Carson. This creates an open dialogue with industry professionals and potential clients. Traffic is constantly being directed back to the website or blog. This is probably the fastest growing form of marketing and communication. The best part about Twitter is "it's what's happening right now." It's a great tool for getting information out immediately.

**EXHIBIT B**

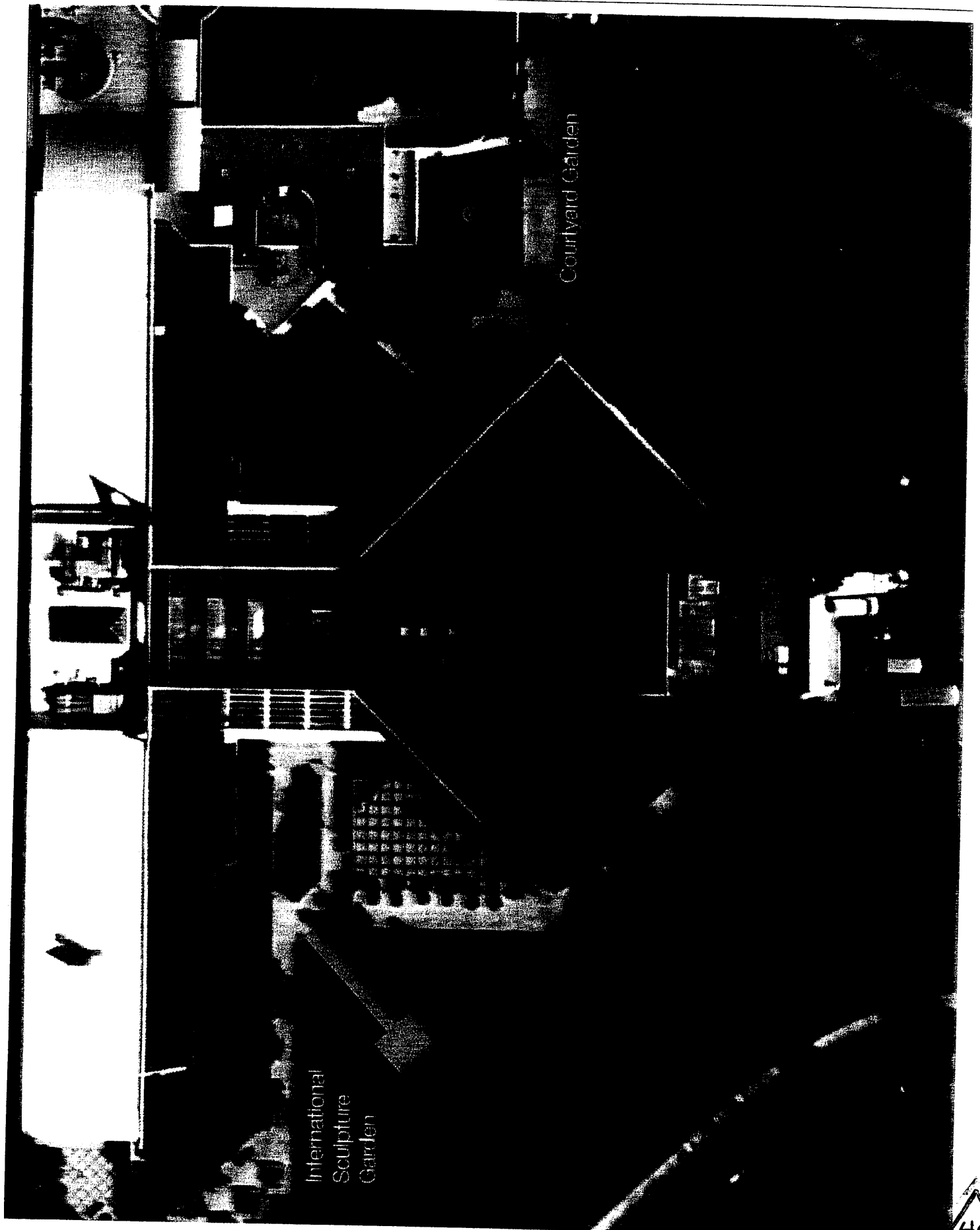
**CATERER'S WEDDING CENTER PROPOSAL**

(Caterer's Wedding Center Proposal, entitled, "Carson Inspiration Board" begins on the following page.)

# Carson Inspiration Board



# Site Map



## **The International Sculpture Garden** *(Accommodates up to 400)*

Create a garden wedding setting on the West lawn and an outdoor event area on the adjacent patio. This location provides rolling grass and tree-covered hills as a backdrop, a rose garden filled with white iceberg roses, blooming jacaranda trees, and a natural stone pathway leading to a stately grand pergola. This is the perfect site for a large garden wedding on the lawn. After the ceremony your guests are invited over to the Salon Patio, where market lights and paper lanterns are hung, for cocktails and appetizers as the sun slowly sets. Once you have completed your photographs, your guests are welcomed into the Grand Ballroom for the festivities. If it is a beautiful summer evening, you have the opportunity to dine with your guests on the Salon Patio.

### **Capital Improvements:**

1. Create a natural stone/paver pathway/aisle leading to a ceremony area \$16,000
2. Install a permanent stone pergola as a ceremony backdrop \$10,000
3. Purchase 400 White Resin Café Vienna Chairs \$6,000
4. Create an outdoor reception/cocktail area on the adjacent patio by adding market lights to enhance the area for evening events \$4,000
5. Landscaping and flowers \$3,000

## **The Courtyard Garden** *(Accommodates up to 400)*

Create a courtyard ceremony/event setting on the East patio. This location provides a grand, private, courtyard plaza for your ceremony. Lush landscaping, flowering trees, and a charming water feature add to the beauty of the courtyard. The glass and iron wall create the perfect backdrop as the sun shines through the atrium. This is the perfect site for a large wedding or smaller wedding with an outdoor courtyard reception. After the ceremony guests are invited to enjoy cocktails and appetizers in the courtyard as you have your photographs taken around the property. The guests are then invited into the Grand Ballroom for dining and dancing. The courtyard is also perfect for dining al fresco. If it is a lovely summer evening, you might want to consider the courtyard for dining and dancing under the stars.

### **Capital improvements:**

1. Enclose the patio area with a 100' privet hedge wall lined with white Iceberg Roses to create a large private courtyard \$5,000
2. Purchase two large stone columns and urns for ceremony focal point \$2,000
3. Landscaping and Flowers \$3,000
4. Add a fountain/water feature \$6,500.
5. Purchase 400 White Resin Café Vienna Chairs \$6,000

## **The Meditation Garden** *(Accommodates 125)*

This is a garden that currently exists at The Civic Center. This location provides a secret, secluded, sunken garden draped with weeping trees. Vine covered walls, flower beds, and a sprawling lawn enhance this romantic setting. This is the perfect site for an intimate wedding. After the ceremony guests are invited to enjoy cocktails and appetizers in the adjacent rose garden. After your photos have been taken, your guests are welcomed over to one of the Carson Center's ballrooms for dinner and dancing.

### **Capital improvements:**

1. Purchase two large stone columns and urns for ceremony focal point \$1,875
2. Purchase 125 White Resin Café Vienna Chairs \$2,000

## **The West Wing**

A grand entrance would be created for the West Wing by installing sliding French panel doors on the south facing wall. Not only will this add much needed light into the West Wing, it will also provide a second reception opportunity for the International Sculpture Garden.

### **Capital improvements:**

1. French Doors \$25,000 to 35,000

**Total Capital Improvements \$100,000+**



## **Projected Revenue from Capital Improvements**

Our proposed capital improvements will not only enhance the desirability of the Carson Community Center as a wedding venue, it will create multiple new locations for venue rentals.

Below is a list of recommended rental rates the city of Carson could charge for these locations based on our experience and knowledge of competitive rates in the area.

### **The Meditation Garden**

Ceremony only rental fee \$1,000

Ceremony Site Rental (with booking of Reception Room) \$600

### **The International Sculpture Garden**

Ceremony only rental fee \$1,500

Ceremony Site Rental (with booking of Reception Room) \$1,000

Ceremony Site and Outdoor Reception rental fee \$2,500

### **The Courtyard Garden**

Ceremony only rental fee \$1,500

Ceremony Site Rental (with booking of Reception Room) \$1000

Ceremony Site and Outdoor Reception rental fee \$2,500

Our conservative estimate of the additional rental revenue received directly to the City for the bookings of these three venues over the course of the five year contract is an additional \$268,000 to the City.

We anticipate that once these Wedding venue sites grow in popularity based on continued marketing exposure, we will be able to increase the rental fees and future years revenue will be even higher.

In addition to the increased rental fee revenue that the City will receive from these event sites, is the increased percentage rent from Jay's Catering that will result from increased wedding bookings

# Bella Collina

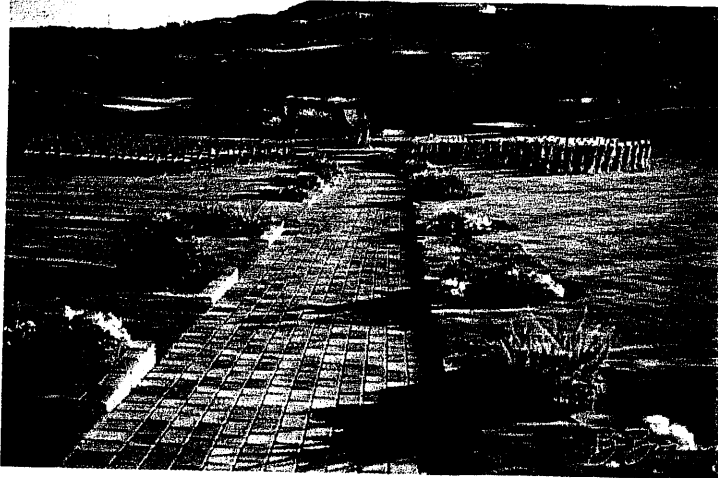
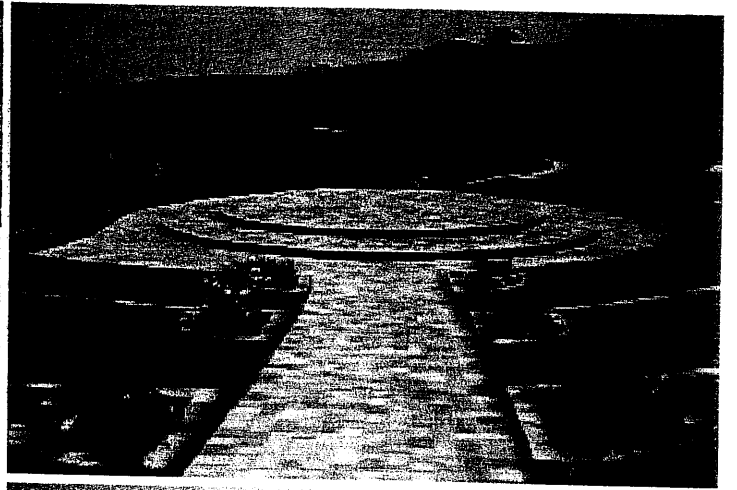
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## The development of Bella Collina

The former Pacific Golf Course filed for bankruptcy and was purchased by several investors, and re-opened as Bella Collina. These investors wanted to create an outdoor space for weddings.

We came along side them advising in the creation of an outdoor amphitheater. We played a role in developing the vision of a terraced space, pathways, direction of focal points, selection of stone products and landscaping. We then developed a competitive pricing structure for events. We set up photo shoots with models, florists, hair and make-up artists, rentals and linens, gowns, and photographers. These images were then used for promotional purposes. Recommendations were made on both online and print advertising.

This property now hosts the most unique, one of a kind, outdoor ceremony spaces in California. Bookings for the first year have met and exceeded expectations and we are looking forward to an even better 2011.



**EXHIBIT C**

**CATERER'S PROPOSAL**

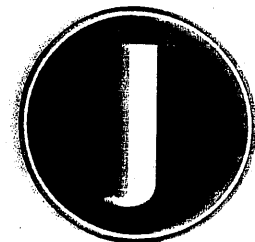
(Caterer's proposal begins on the following page.)

PROPOSAL: RFP NO. P10-05

Prepared For

THE CONGRESSWOMAN  
JUANITA MILLENDER-MCDONALD-  
COMMUNITY CENTER

(CARSON CENTER)

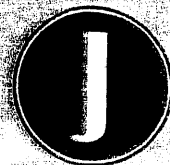
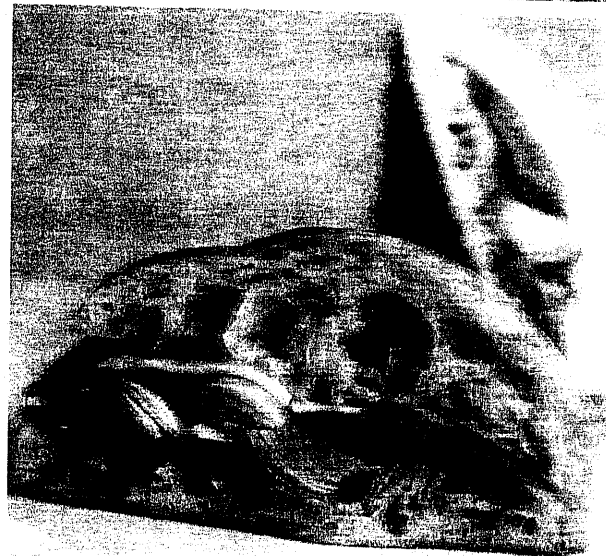


JAY'S



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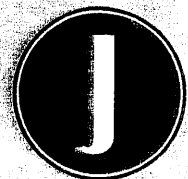
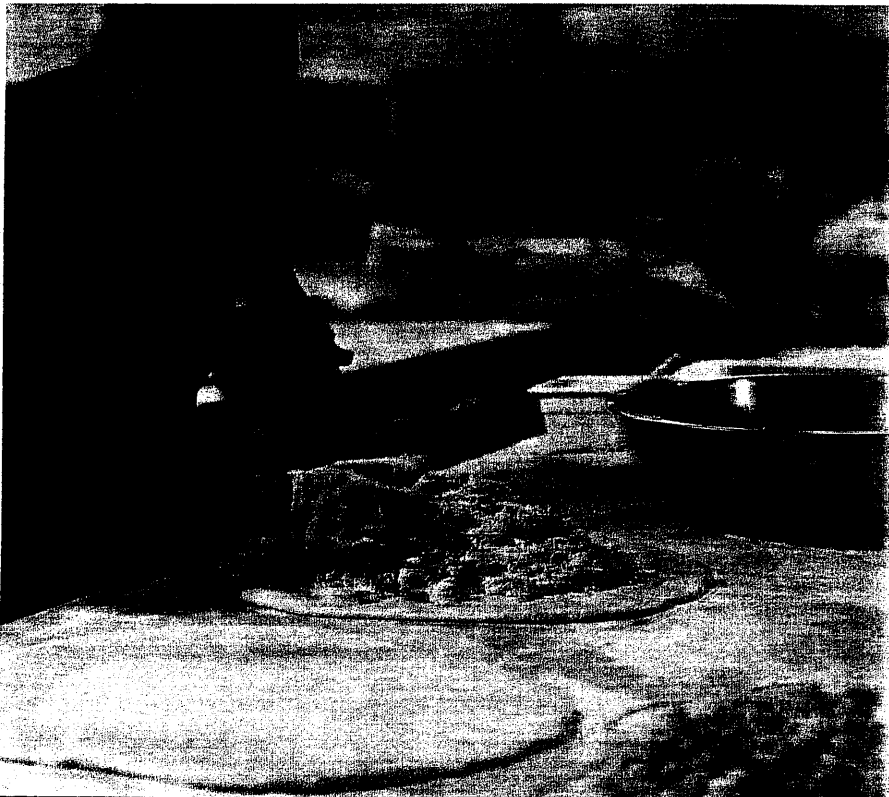
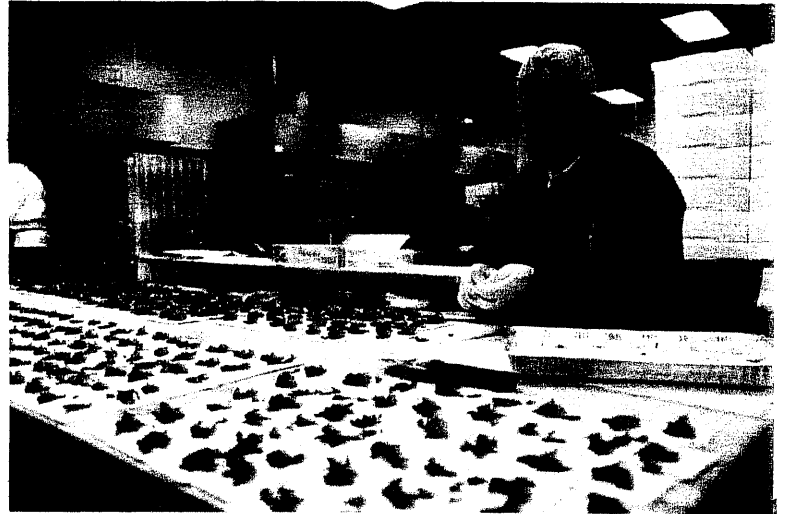
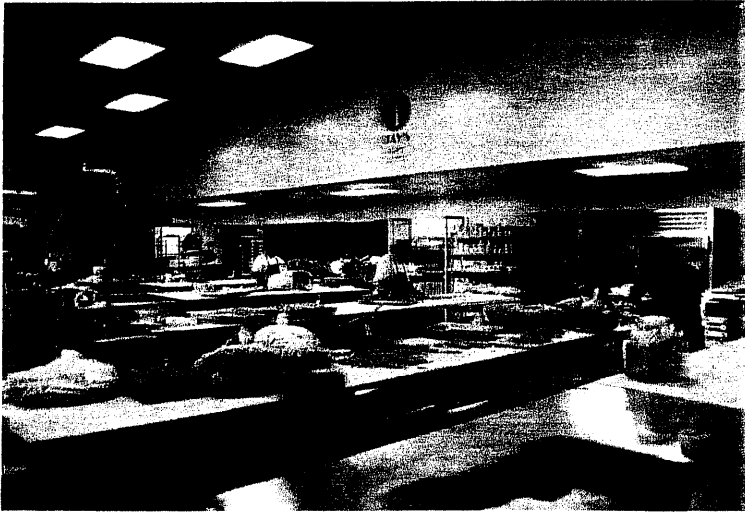




**JAY'S**



A Fine Cuisine and  
Special Event Company



**JAY'S**



JAYSCATERING.COM

## EXECUTIVE SUMMARY

Exceeding your expectations – this is our goal for the future, and we have strategies and the team to make it happen. Our targeted approach will increase business from existing customers, and reach out to previously untapped markets. This will be accomplished via new initiatives on five key fronts:

**Capital Investment Expenditure:** Between a combination of capital investment contribution for funds to improve the appearance of the Center and providing additional staff to assist in the booking of the rooms at the Center, Jay's is committed to the challenge of increasing revenue at the Center even through these difficult economic times. (See details in our Marketing Section 5.2)

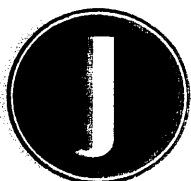
**Marketing:** Our innovative and cutting edge approach to social media marketing will lead the way in driving sales to the Carson Center. Our offer to partner with the City of Carson to implement much needed repairs and renovations to the Center will further enhance the opportunity to increase sales.

**Venue Concierge Service:** Jay's is the only caterer to provide a comprehensive, complimentary Venue Concierge Service complete with online access for all our clients. Our Venue Concierge, will give personal consultation to our clients and recommend our Exclusive Venues for their events, thus adding another dimension to our Marketing strategy for the Carson Center.

**Corporate Business Team:** We are instituting a number of programs to reach even further into the local and regional communities. By initiating and nurturing relationships with key decision makers, we will make Carson Center the venue of choice for a much broader audience.

We are also continuing to work closely with community leaders to offer event planning and cuisine to meet and exceed the needs of our diverse cultural base.

**Strategic Aliiances:** We will continue to work closely with churches, universities, major corporations and other area facilities, to secure Carson Center's position as the off-site venue of choice. We will also continue to strengthen our referral network, bringing in business via social media and event planners throughout Southern California.



EXECUTIVE SUMMARY

5.0 CONTENTS OF PROPOSAL

- 5.1 Menus and Pricing
- 5.2 Marketing Plan
  - 5.2.1 Capital Investment
  - 5.2.2 Venue Concierge Service
  - 5.2.3 Online Marketing
  - 5.2.4 Direct Marketing
  - 5.2.5 Photography
- 5.3 Staffing
- 5.4 Percentage of Gross Sales Per Year
- 5.5 Accounting Controls and Records
- 5.6 Reference Letters
- 5.7 Profit and Loss Statements
- 5.8 Statement of Qualifications
- 5.9 Maintenance Plan
- 5.10 Additional Requirements

6.0 FOOD REQUIREMENTS

- 6.1 Food and Service Quality
- 6.3 Concessions

7.0 EQUIPMENT REQUIREMENTS

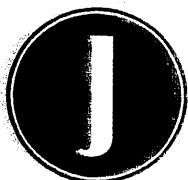
- 7.1 Equipment

15.1 PERMITS, LICENSES AND TAXES

17.0 INSURANCE

- 17.1 Articles of Incorporation
- 17.2 Insurance Certificate

26.0 PROPOSAL FORM FOR PERCENT OF GROSS SALES PER YEAR AND SERVICE CHARGE

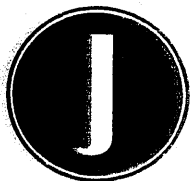


**Here are some additional highlights of this proposal:**

- **Expanded menus, with special emphasis on culturally diverse specialties. Over the past several years we have expanded our Authentic Ethnic menus to include our Indian, Middle Eastern, African, Caribbean, Pacific Islander and Pho selections.**
- **We Offer our New Full Service Bakery, staffed by our Award Winning Cake Decorator, Teri, recently hired Chef Baker, Ismael and our long-term Pastry Chef, Juan who has been preparing our exceptional pastry selections for over twenty years. With this team, we are able to offer the latest in trends for pastry and bakery items as well as a wide range of decorated cakes and desserts.**
- ***In addition we are pleased to offer the residents of Carson an additional discount of 5% off the normal service charge.***
- Commitment to maintaining affordable prices, with special attention given to our valued senior guests.
- Superior customer satisfaction, through proprietary recipe preparation and delivery techniques as well as our ongoing commitment to exceptional customer service from start to finish.

**We have addressed the proposal evaluation criteria as follows:**

- a. Pricing and price adjustments are discussed in Section 5.1.
- b. Our marketing plan, including our new capital investment commitment offer is outlined in Section 5.2.
- c. The letter of engagement and Section 5.4 define the sales percentages that will be returned to the city.
- d. The staffing plan, provisions for management control and oversight, and liaison between the Center staff and caterer are outlined in Section 5.3.
- e. Our experience and reputation have been extensively documented in letters of reference in Section 5.6. A statement of qualifications can be found in Section 5.8.
- f. Financial capabilities are demonstrated in Section 5.7.
- g. Our level of commitment to financial support and capital improvements is covered in Section 5.2.



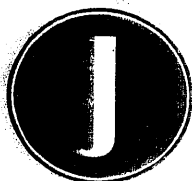
## EXECUTIVE SUMMARY

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714 636-6045

As a team that lives and works here in the community, we feel that we are uniquely qualified to best service the needs of Carson Center patrons. Our nearby offsite kitchen and proprietary delivery systems have proven extremely valuable in servicing multiple events. We have a strong understanding of how to make sure we always "over deliver" for events of all sizes at this growing facility.

**Jay's has been a Partner with the City of Carson and the Community Center for 26 years, providing exceptional food quality and customer service at competitive and affordable prices. We have "stayed the course" in this business relationship through the up and down turns of the economy over these years. In 2008 through 2010, when business decreased dramatically, we agreed to an 18 month extension of our contract while freezing our prices at the 2007 level. This exemplifies our continued commitment to the City of Carson and our desire to make a difference to this Community and its residents.**



### **Middle Eastern, African and Pho Cuisine**

These three original Ethnic Menus have been recently developed and offered to our clients. They add additional variety to our already large selection of Ethnic Menus.

### **Senior Menus**

For such important members of the Carson community, we have developed a unique variety of offerings that meet a number of special needs. First, each menu has been developed to accommodate a variety of special dietary needs, and with nutrition as a top priority. Second, we have set special pricing, to make dining at the Carson Center more affordable to seniors. And finally, because the Carson Center is a vital center of social activity for a growing number of seniors, we work hard to make their dining experience special and enjoyable.

### **Special Occasion Package and Wedding Menus**

Our Special Occasion Packages and Wedding Menus are very "Bride" friendly, with all-inclusive pricing and a wide range of menu choices to fit any style or budget. We've built a reputation for freshness, quality and dependability with a commitment to excellence that makes us the perfect choice for that special day.

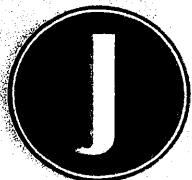
### **Non-Profit Menus**

Developed for the growing number of community groups represented in and around the Carson community – these menus offer a variety of choices that are an exceptional value. Because these community groups are essential to the growth and overall well being of the City of Carson, Jay's works closely with group leaders to perfect our selection of menus being offered. They offer the same high quality ingredients and presentation as our other dinner menus at extremely competitive prices.

As always, in addition to these innovative menu options, we offer traditional Fine Dining Sit-Down Menus, Buffet-Style Menus for breakfast, lunch, dinner and hors d' oeuvres. The buffet and fine dining prices noted are based on a minimum guest count and include linen, china, flatware and serving personnel. Concession Menus as well as Beverage and Bar Pricing are also included in the exhibit.

### **Chef De Cuisine: Custom Menu Development**

We are excited to offer a fantastic resource to all of our clientele, a Chef de Cuisine. Chef Kevin Fabritz is a key member of the Jay's event planning team and his presence has been felt widespread in the company. Chef Kevin has played a key role in designing and preparing custom menus for many of our Carson clients and organizations over the past two years. His passion for food has infused our kitchen staff, excited our event specialists and has consistently made our customers happy through his fresh custom menu creations. Chef Kevin will be available to all Carson clients who are in need of menu ideas, including themed menus, plated menu ideas or just a new sandwich or salad.



At Jay's Catering, we've built over 40 years of success by delivering food that exceeds client expectations, at prices that keep them coming back again and again. At the heart of this commitment to excellence, is Executive Chef Abdul Eldeib.

His creative approach to recipe and menu development, and innovative preparation and delivery techniques, has earned Jay's a "Best in Orange County" rating for several years. It's a level of dedication that you will see reflected in all the cuisine prepared by Jay's expert kitchen staff.

Creating custom menus for a diverse clientele, to meet the unique needs of the Carson Community, is something that Chef Abdul takes very seriously. Chef Abdul works as a team with our Chef De Cuisine, Kevin Fabritz to create a wide array of custom menus for our clients.

**Jay's has a reputation for providing the most extensive and comprehensive variety of menus. No other caterer comes close to offering the sheer number of menu selections and choices that are available to our clients. We have led the way in offering nutritional menus as well as catering to our clients who desire other options such as gluten-free and Vegan menus.**

International and Ethnic Menus are carefully researched and created to insure ethnic authenticity. No matter where you are from, we want your experience at the Carson Center to give you the comforts of home. Our menus are revised and improved as new cuisines are requested and of course, we're always happy to custom tailor a menu to meet a client's unique need. Please find examples of these and other menus under Exhibit 5.1 Menus and Pricing.

**Asian Cuisine**

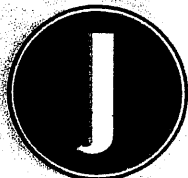
We are continually expanding our menus to further meet the needs of our Asian clientele. Chef Abdul completed studies in New Asian Cuisine at the Culinary Institute of America in Napa Valley. He has worked closely with Chef Alfonso Ruiz, of the Carson Center to introduce these and other new Asian recipes.

**Pacific Islander and Filipino Cuisine**

Chef Abdul has worked with the Advisory Committee and Chef Sudhikam, and taken tips from members of the community to create Pacific Islander as well as Filipino Menus. We began with traditional recipes for the most highly requested foods, and are continuing to produce new items.

**Caribbean and Indian Cuisine**

Two exciting additions to our International offerings are our Caribbean and Indian Menus. Developed, tested and perfected in our main kitchen, these items have also proven popular as part of our custom event menus.

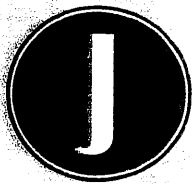


With Chef Kevin on our "team" at Jay's, it's like Carson clients have their own personal chef to help plan their special event.

**Diversity has been the secret to success at the Carson Center. Our menus exemplify a variety of pricing as well as the ability of our company to provide ethnically diverse cuisine.**

**Proposed Menu Pricing Adjustments**

As most caterers are aware, the variation in food costs can fluctuate dramatically from month to month. Certain ingredients in menus can increase as much as 25% from one season to another season, or vary depending on supply and demand, health concerns and risks or even transportation costs. Because of the volatile nature of these costs in the market, Jay's is proposing that the Caterer has the availability to alter their menu prices on a semi-annual basis. These prices may, in fact, increase or decrease depending on market conditions. Price changes would be tied to the United States Department of Agriculture Economic Research Service Food CPI index.



## 5.1 MENUS AND PRICING

Please see the following Menu Exhibits:

### **Carson Center Catering Menus 2011**

**Exhibit 5.1.1**

- Breakfast
- Sandwich Buffets
- Boardroom Boxed Lunches
- Lunch Buffet
- Dinner Buffet
- Italian Buffet
- Southern Buffet
- Mexican Buffet
- Polynesian Buffet
- BBQ Buffet
- Hors D' Oeuvres Menus
- Hors D' Oeuvres
- Ala Carte
- Desserts
- Decorated Cakes
- Beverage
- Hosted Bars
- No Host Bars

### **Authentic Ethnic Menus**

**Exhibit 5.1.2**

- Indian
- Middle Eastern
- African
- Caribbean
- Pacific Islander
- Pho

### **Special Occasion Collection**

**Exhibit 5.1.3**

**Senior Lunches**

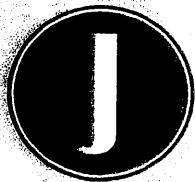
**Exhibit 5.1.4**

**Non-Profit Menus**

**Exhibit 5.1.5**

**Concessions**

**Exhibit 5.1.6**



## 5.2.1 CAPITAL INVESTMENTS

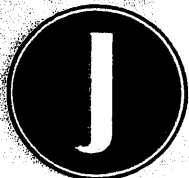
We are proposing two Capital Investment strategies on the part of Jay's Catering that will benefit The Carson Center by increasing event bookings.

### 1. Carson Center Sales Tours

We are proposing Jay's Event Specialists at The Carson Center assist and partner with The Carson Center Staff to show the rooms for Social Events, such as weddings, Quinceaneras, reunions, anniversaries, and birthday parties. (Jay's would **not** handle the Master Schedule book or be involved in any room rate quotes or payment collection.) Jay's Catering is willing to hire one additional Event Specialist (bringing the total to three) - a Capital Investment on Jay's Catering's part of approximately \$45,000 per year. With three Event Specialists on staff the benefits to The Carson Center would be threefold:

1. Quick response to inquiries regarding the facilities at The Carson Center.
2. Impulse sales of the rooms means increased sales because:
  - a. Event Specialist can immediately qualify a sales need and answer specific catering questions.
  - b. Event Specialist paints a mental picture of client's event to create an emotional response and impulse booking.
  - c. Event Specialist starts a one-on-one relationship with the client that will continue through to the conclusion of their event giving a personal feel to their experience.
3. Carson Center staff has more time to handle other duties.

It is a proven concept that improving sales efficiency improves sales, or in this case bookings. We feel this added personal attention and effort to immediately "close the deal" will result in more bookings at The Center and better communication between the catering staff and clients. Happy clients are return clients and refer new clients.



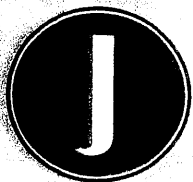
## 2. Carson Center Renovations

A first impression is everything! The Carson Center is a great resource for the citizens and corporations of Carson and has been characterized as "The Jewel of the South Bay." Jay's believes that one of the most important components to a successful Marketing Plan and Strategy for The Center is to update and focus on The Center's strengths - being its' design, floor plan, and capacity which are unsurpassed in the area. Savvy brides and corporate clients desire venues that reflect their style and portray a current and updated image. We believe by making minor decor changes (i.e. carpet, and updated colors) to more neutral tones more clients would consider The Carson Center for their events. The expenditures would be offset by increased bookings and more extravagant events being held in the grand ballroom generating higher profits for the city.

To that end, the single most valuable marketing tool Jay's Catering could offer the City of Carson is the ability and the funding required to assist the city in renovations at the community center so that, once again, it could become "The Jewel of The South Bay." Jay's understands that there is no funding available for needed repairs, restoration and renovations to the center in this economy so we propose the following:

City of Carson is currently holding over \$90,000 in Jay's monies in a performance security fund. Given the fact that Jay's has a long-standing history of paying rents on time and that this security fund has never needed to be utilized in the past 26 years, we feel some portion of these funds could be put to a much better use for the capital investments needed to the Community Center.

Jay's Catering is willing to make a Capital Investment of up to \$50,000 of this fund to put towards items such as new carpeting. This could make a significant difference in the marketability of The Carson Center as it would appeal to more people by incorporating a neutral palette that would complement more events. We are proposing the creation of a joint task force made up of representatives from the City and Jay's management, to implement a plan of action that involves the release of these funds to be used for these Capital Investments.



### 5.2.2 VENUE CONCIERGE SERVICE

Jay's Director of Marketing develops strategies and tactics to bring clients and venues together. Under this supervision, Jay's Catering's Venue Concierge coordinates the venue pages on Jay's website. Jay's Catering maintains an award winning website where exclusive venues are featured via a full page promoting that venue. Photographs, a description and a link to the venue's website are setup to link clients to the venue for more information.

Potential clients are matched to the right venue through the website's proprietary software and database where a form is completed online by the potential client, the information then consolidated into a database and reviewed by the concierge who creates a custom list of potential venues that meet their specific needs.

#### Mailing Address

Jay's Corporate  
10581 Garden Grove Blvd  
Garden Grove, CA 92843

Office Hours  
9 am to 5 pm Monday-Saturday  
714-636-6045  
714-636-4169 fax

#### CONCIERGE SERVICE

##### Looking for the perfect venue?

Let Jay's help you find the perfect location for your special occasion. Jay's partners with many unique Southern California locations; we will need a little help from you to get started. Fields marked with \* are required.

\*First Name \_\_\_\_\_ \*Last Name \_\_\_\_\_

\*Address \_\_\_\_\_ \*City \_\_\_\_\_

\*State \_\_\_\_\_ \*Zip Code \_\_\_\_\_

\*Email Address \_\_\_\_\_ \*Confirm Email \_\_\_\_\_

\*Phone Number \_\_\_\_\_

\*Type of Event  \_\_\_\_\_

Event Date  \_\_\_\_\_

\*Budget for Venue  \_\_\_\_\_

\*Number of Guests  \_\_\_\_\_

\*Budget for Event  \_\_\_\_\_

\*Location (check all that apply):

Los Angeles County  Ventura County

Orange County  Santa Barbara County

San Diego County  Riverside County

Preferred City  \_\_\_\_\_

\*Style (check all that apply):

Formal  Contemporary

Casual  Classic

Vintage

\*Setting (check all that apply):

Art Museum  Equestrian Center  Winery/Vineyard

Barn  Sports Museum  Courtyard  Church

Car Museum  Park  Ranch  Banquet Hall

Airplane Hangar  Community Center  Historical Landmark  Science Center

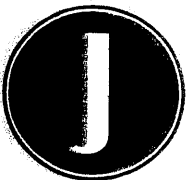
Beach Club  Courtyard  Victorian Home  Golf Course

Ballroom  Garden  Estate  Yacht

\*Wedding Reception or Event Site (check all that apply):

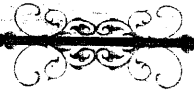
Indoor  Outdoor

Check if Ceremony is on Site





*My Venue Concierge*



PERSONALIZED VENUES FOR GIANINA RING

Based on information provided on MyVenueConcierge.com we are excited to recommend the following Venues. We look forward to partnering with you to create a successful and memorable event.

CARSON CENTER

[www.carsoncenter.com](http://www.carsoncenter.com)

CERRITOS CENTER FOR THE PERFORMING ARTS

[www.cerritoscenter.com/meetingsandbanquets.aspx](http://www.cerritoscenter.com/meetingsandbanquets.aspx)

CLARK ESTATE

[www.santafesprings.org/about/history/clarke\\_estate/clark\\_estate.asp](http://www.santafesprings.org/about/history/clarke_estate/clark_estate.asp)

HURON SUBSTATION

[www.huronsubstation.com](http://www.huronsubstation.com)

JIM HENSON COMPANY LOT

<http://leasing.henson.com/>

SEA PORT MARINA HOTEL

<http://www.seaportmarinahotel.com/banquetsmeeting.html>

TEMEKU HILLS

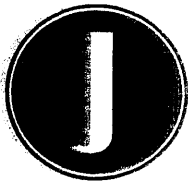
<http://www.temekuhills.com/Clubhouse.html>

THE COOPER DESIGN SPACE

<http://www.cooperdesignspace.com/events.html>

TORRANCE CULTURE ARTS CENTER

[www.ci.torrance.ca.us](http://www.ci.torrance.ca.us)



In addition to having a presence on Jay's website, "One Sheets" are created for each venue and are distributed at industry events, the venue, to potential clients, and in Jay's offices. These "One Sheets" contain imagery shot by Jay's Catering's photographer further described in the following Photography section.



T H E J E W E L O F T H E  
S O U T H B A Y

*the*  
**CARSON** *Center*

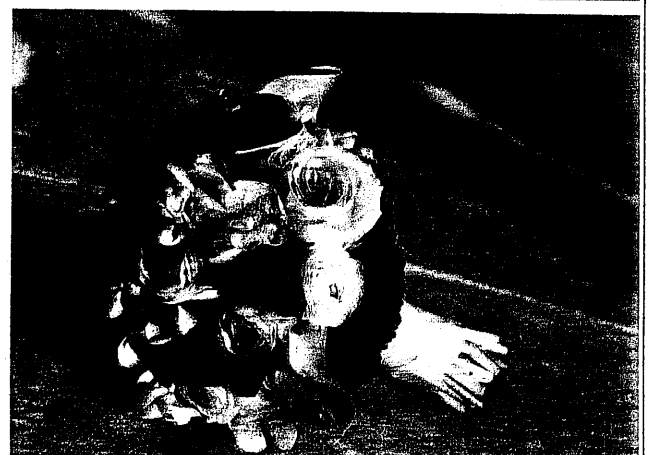
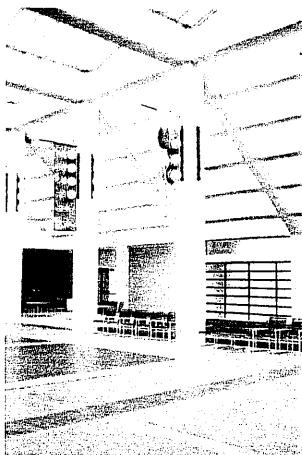
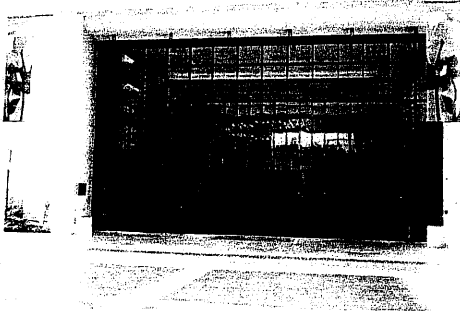
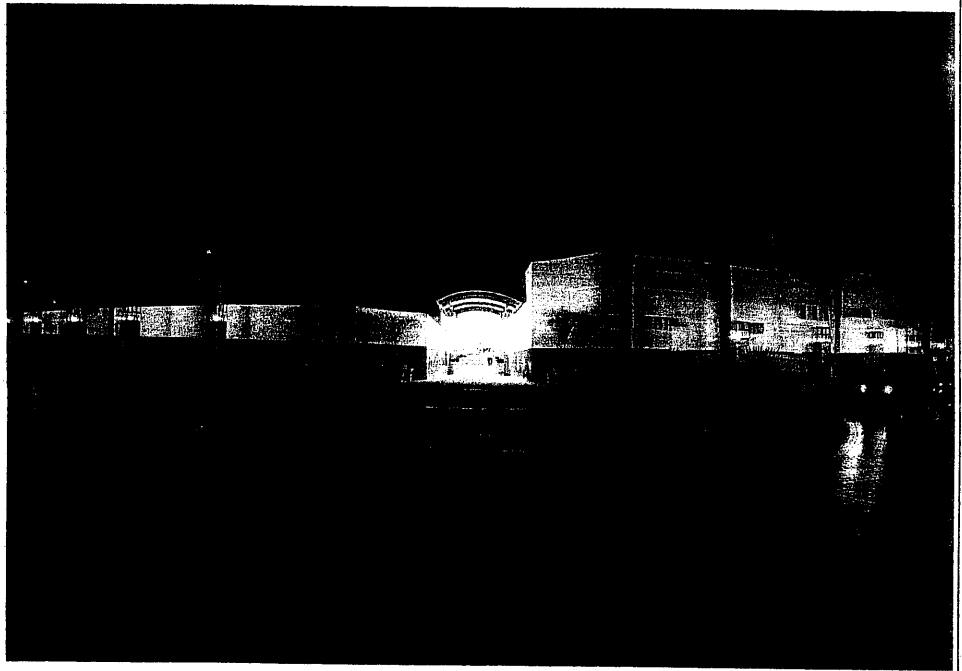


Newly renovated and expanded, the architecturally distinctive 73,000 square foot Carson Center provides complete facilities to meet the needs of any type of event.

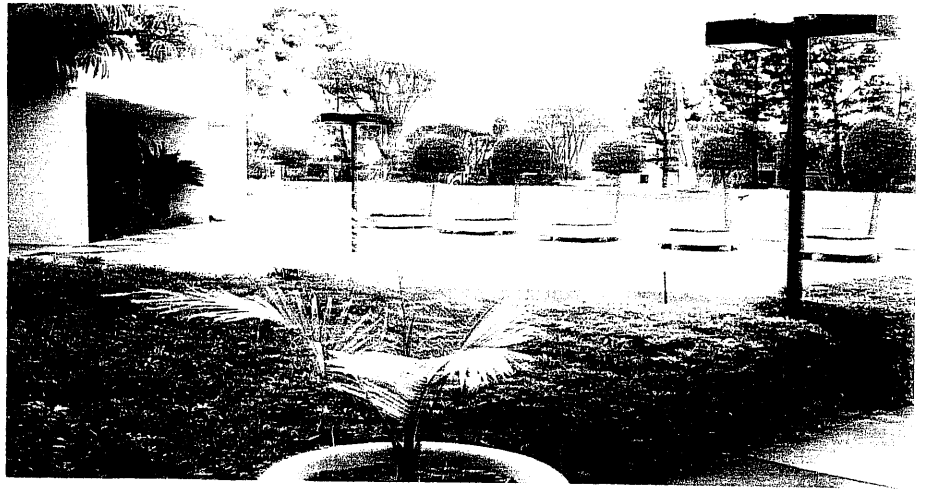
\* A Great Place to Gather \*



With 73,000 square feet of flexible meeting space, the Carson Center provides a wide range of facilities to meet the needs of any type of event. The Carson Center is an ideal venue for seminars, trade shows, and corporate meetings of various sizes and budgets.

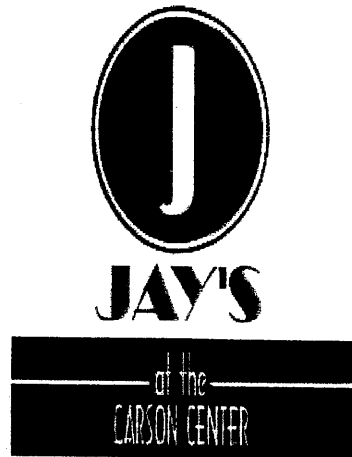
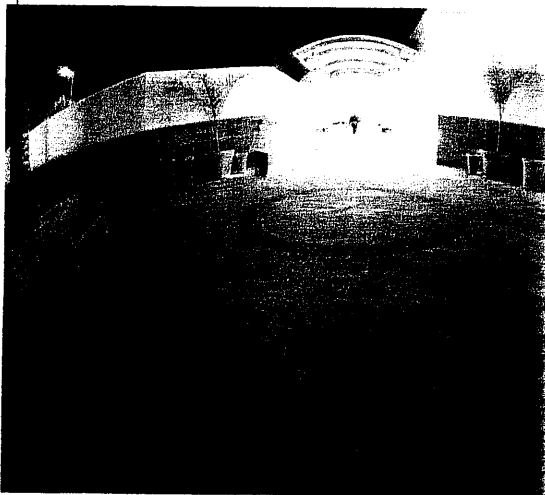


The spacious lobbies and patios, along with a large centrally located Atrium, are suitable for smaller gatherings, cocktail parties, or hors d'oeuvres and mingling before your banquet in one of the main ballrooms that can accommodate up to 1500 guests.



**Culinary Creations**

For over 40 years, Jay's has been recognized as one of Southern California's top full service catering and event planning companies. With dedication to quality and service and the underlying philosophy that no detail is too small, Jay's has earned a reputation for providing exceptional cuisine and stylish presentations. Voted #1 Caterer in Orange County 2002, 2003, 2005, 2006, 2007 and 2008 by the Orange County Register.



### 5.2.3 ONLINE MARKETING

#### Jay's/Carson Center Website

Jay's maintains a professionally designed and weekly updated website created for the end user experience and maximum search ability. The Carson Center is featured in our exclusive venue section as well as the rotation for the featured venue on the front page of the website. Completely transparent, clients are able to connect through the website where they can download menus with pricing. Jay's website is user-friendly and easy to navigate with event design ideas and wedding and event resources.

**JAY'S CATERING** CARSON CENTER

- MENUS
- BAKERY
- WEDDINGS
- VENUES
- RENTALS
- BLOG

About Jays  
Jays Beginnings  
Our Community  
Employment Opportunities  
Testimonials  
Featured Professionals  
Contact Us

Home > Carson Center

**JAY'S**  
CATERING.COM

**Mailing Address**

**Carson Center**  
3 Civic Plaza Drive  
Carson, CA 90745

**Office Hours**  
9 am to 5:30 pm Monday-Saturday  
310-936-0210  
210-934-0199 Fax

**Director of Sales**  
Janae Ann Zander, M.S. 230.0360  
janae@jayscatering.com

**Event Specialist**  
(310) 936-0210  
Christy Lunde, B.S. 148  
clunde@jayscatering.com

**Event Specialist**  
(310) 936-0210  
jane@jayscatering.com

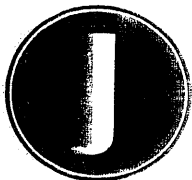
**CARSON CENTER**

The Jewel of the Carson Center

A memorable place for an absolutely beautiful event. Extend the outside garden area with one of the dining or reception rooms and create a stunning setting. Spacious ballrooms to accommodate up to 200 and beautiful atrium gardens act an elegant and romantic event space. Carson Center is a 3 most innovative banquet and conference center and boasts State-of-the-art AV equipment and stage and technical training.

**Download the Carson Menus**

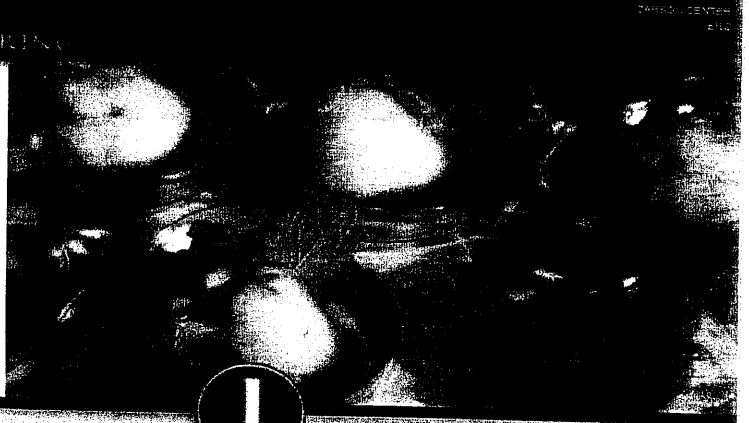
- Menu
- Wedding Collection
- Non-Profit Menu
- Authentic Ethnic Menu



# JAY'S CATERING

- MENUS
- BAKERY
- WEDDINGS
- VENUES
- RENTALS
- BLOG

- About Jays
- Jay's Beginnings
- Our Community
- Employment Opportunities
- Testimonials
- Featured Professionals
- Contact Us

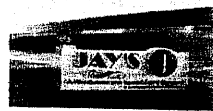


## WHAT'S NEW

### Hot off the Press

• [Click here to download Jay's 2010 Holiday Menu \(PDF\)](#)

### WHO WE ARE



Jay's is a family owned business committed to providing exceptional food, party rentals and service at affordable prices for over 40 years in Orange County. Jay's Catering can provide you with all your catering needs from corporate

deliveries, pickups, receptions, weddings, and holiday parties. Jay's Party Rentals offers a wide array of rental items from tables, chairs, and chinaware to lighting, linens, tents and dance floors. We offer cutting edge design for every event. We serve all of Southern California, including Orange County, Los Angeles and Riverside Counties. With over 40 years as an industry leader, our experience in catering and event rentals is unmatched.

### VOTED #1

#### Orange County Register

Winner Best Caterer 7 Years Running

• [Read More](#)



#### My Fox LA

Winner 2010 Best Caterer in Orange County

• [Read More](#)



## ANNOUNCEMENTS



**Lifetime Achievement Award**  
Jay and Eleanor (Eleanor) received a Lifetime Achievement Award from CATERSOURCE during opening ceremonies at the 2010 CaterSource Conference and Trade Show at The Park Hotel, Las Vegas. They were recognized for their 50 plus years of INNOVATION within the Catering industry. All of Jay's Catering are proud of the FOUNDATION they have built together and

• [CONGRATULATIONS Jay and Eleanor!](#)

• [Read More](#)



**2005 Winner of the Innovative Mixology CATIE Award**  
Jay's Catering and Jay's Catering are proud to be the 2005 winner of the new "CATIE" award in Orange County, California. The award was presented to Jay's Catering for the excellence of the most innovative and creative menu.

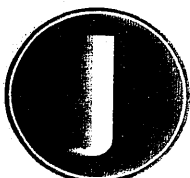
in a sophisticated, subtle way. A unique custom cocktail creation, a Black Vodka Cocktail was made with Black vodka, Orange County Cream, lime and a Blackberry garnish. Passed in seamless, healthy glasses on silver platters covered with crushed ice, the cocktail came out as a most elegant.

## FEATURED VENUE



**Clarkson Center**  
A magnificent space for all occasions. Located in the heart of the downtown area with one of the largest ballroom rooms and a great dining room. 2000 sq. ft. of space to accommodate up to 500 people for a successful event. Call us today for more information.

• [View More](#)



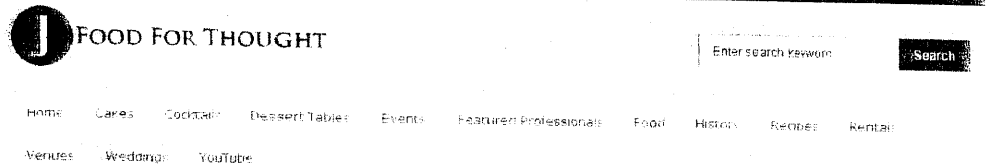
### Social Media Campaign

Jay's Catering has a progressive social media team utilizing all forms of modern technology to reach out to potential clients:

### Blog

One of the first catering companies to blog, Jay's Catering ranks high in most search engines and is a leader and innovator in blogging within the catering industry. Winning an Event Professionals award for Food Blog of the year in 2009, Jay's blog, "Food for Thought," is a useful tool for event design, planning, and execution of events and celebrations. Event partners and professionals, including florists, musicians, event planners, and designers are important assets to every venue by way of their referrals. Jay's fosters these relationships by featuring those services on the Blog.

Our blogging focuses not only on Jay's food and events but on our venues, with an emphasis on our exclusive venues, such as The Carson Center. Jay's is committed to partner in promoting the venues we serve. Each week Jay's professional photographer canvases and selects an event to be photographed for that week's blog on our website. This shows off the venue's potential in dramatic photos giving clients ideas and inspiration for their event.



## A Grand Atrium Wedding

### Venues, Weddings

Posted on August 12th, 2010  
Written by Lisa

#### Related Posts:

- Sweet Pink at Bella Column
- Earl Burns Miller Japanese Garden
- A Ball, A Rose, and a Vase at Club

#### Tags:

- sherman wedding
- carson venue
- grand atrium venue
- wedding venues wedding



When celebrating the wedding season, there is no doubt that you have planned the perfect celebration. You have as well the perfect venue for your event. The Carson Center is a beautiful setting for your wedding reception. The Carson Center is a beautiful setting for your wedding reception. The Carson Center is a beautiful setting for your wedding reception. The Carson Center is a beautiful setting for your wedding reception.

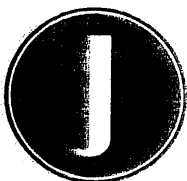


### What makes us different..

At Jay's Catering, we pride ourselves on providing exceptional service to our clients. Our experienced staff is dedicated to ensuring every event is a memorable one. We offer a wide variety of catering options to suit every occasion and budget. Our commitment to quality and attention to detail sets us apart from the competition.

Join Our Newsletter

Jay's Catering



Home Archives Image Gallery Cake Gallery

**J FOOD FOR THOUGHT**

Enter search keyword

Home Cakes Cakes & Desserts Desserts & Cakes Events Featured Professionals Food Home Services Recipes Wedding Venues Weddings YouTube

### Search

---

**Venues, Weddings**

Posted on September 8th 2010  
Written by Jay

**Tags**  
Garden Weddings  
wedding venues, Weddings

### A Secret Garden Wedding in Carson

Having found a secret garden, maintain a secret in the middle of a busy city. Well, that's what Jay's Catering did for the bride and groom. A secret letter for the bride and groom, a beautiful ceremony, and a celebrated dinner.

After the "big" event, we invited only the closest and most professional and important people...

### What makes us different...

At Jay's Catering, we are the only caterer in the Orange County area that offers a full range of services. From event planning to food and beverage service, we have you covered. Our experienced staff is dedicated to providing exceptional service and ensuring your event is a success. We are the only caterer in the area that offers a full range of services, including event planning, food and beverage service, and more. We are the only caterer in the area that offers a full range of services, including event planning, food and beverage service, and more.

**Venues, Weddings**

Posted on August 25th 2010  
Written by Jay

**Tags**  
Wedding Venues  
Corporate Venue  
Quinceanera Venues  
wedding venues, Weddings

### A Grand Atrium Wedding

When you want to have a grand wedding, you need a grand venue. Jay's Catering was the perfect choice for the bride and groom. The beautiful atrium was the perfect setting for a grand wedding. The bride and groom were married in a beautiful ceremony, and the celebration was a success.

The bride and groom were married in a beautiful ceremony, and the celebration was a success. The bride and groom were married in a beautiful ceremony, and the celebration was a success.

Jay's Email Newsletter

**Events, Venues**

Posted on November 17th 2009  
Written by Jay

**Tags**

### Wild for Kids... KidsFest 2009

Wild for Kids... KidsFest 2009 was a great success. Jay's Catering was the perfect choice for the event. The food and beverage service was exceptional, and the event was a success. The bride and groom were married in a beautiful ceremony, and the celebration was a success.

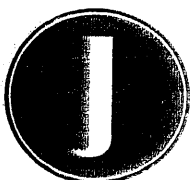
At Jay's Catering, we are the only caterer in the Orange County area that offers a full range of services. From event planning to food and beverage service, we have you covered. Our experienced staff is dedicated to providing exceptional service and ensuring your event is a success. We are the only caterer in the area that offers a full range of services, including event planning, food and beverage service, and more.

**Twitter**

Twitter is used to drive people to Jay's website. It is the best way to share and discover what is happening right now in the Event Industry. Jay's currently has over 1,500 followers on Twitter. This enables us to communicate with the catering industry and stay abreast of what is happening in the community as well as drive people to our website by tweeting.

**Facebook**

Similar to blogging, Jay's utilizes Facebook as another avenue to connect Jay's with fans. Jay's has over 600 friends on Facebook. Whatever is blogged or tweeted is also posted on Facebook to reach more people with the same effort.



**Web Marketing**

A company's ranking when googled is critical in today's marketing strategy to generate traffic to its website through Search Engine Optimization. Jay's Catering consistently receives high ranking by preparing our web pages for optimal indexing by leaving the search engines abundant clues as to what our website is about. Blogging, Keyword-Rich Page Titles, submitting our sight to Key Directories and Trade Organization Sites, writing articles for others to use in their websites and newsletters, E-Mail Newsletters, and E-Mail mentions with complementary businesses all generate traffic to Jay's website and increase our presence on the internet, therefore The Carson Center.

**E Blasts Corporate**

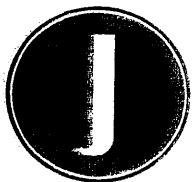
Having been in business for over 40 years and in the Carson community for 26 years, Jay's Catering has amassed an extensive client database. Special holiday menus, community and Center activities and blogs are periodically emailed to this data base to keep them informed on what is going on at The Carson Center and what is new and interesting in event design and catering.

**5.2.4 DIRECT MARKETING****Event Tastings**

Regular group tastings promoted as Bridal and/or Event Tastings are held at the Center, organized by and paid for by Jay's Catering. Inviting potential and repeat clients in for these tastings gives them the opportunity to experience an event at the center and gives Jay's staff of event professionals an opportunity to show off the culinary abilities of Jay's Catering along with linen and china options. Multiple buffets featuring Jay's capabilities to create menus of great ethnic diversity are set up in the grand ballroom. These tasting events are likened to a mini bridal fair affording guests with upcoming weddings, birthdays, anniversaries, Quinceaneras, etc. to choose their menu and share ideas and resources with each other. They obtain valuable additional resources and connections by mingling with local vendors, decorators, musicians, photographers, and florists who are in attendance. These local vendors are a valued resource to Jay's Catering and to The Carson Center as they drive business to us because we promote them.

**Business Development**

Jay's Catering's corporate approach includes innovative marketing plans that attract new customers to The Carson Center as well as retain valued repeat clientele. They also canvas large companies in the area leaving them with collateral material on Jay's and The Carson Center as well as bringing them Jay's bakery creations as a gesture of goodwill. The Carson Center is marketed to these corporations for their training classes, safety meetings, seminars, corporate meetings, and customer appreciation events. The Jay's staff at Carson has firmly built personal relationships with many individuals in these corporations by networking in the Carson organizations such as the Rotary Club and Carson Chamber of Commerce. Our involvement in community events and organizations is what makes the Jay's employees and principals part of the Carson family.



### Event Design

Over the years Jay's Catering's Event Designer is another resource made available to assist, free of charge, various community organizations. Our Event Designer has helped in the creation, execution and prop donation of numerous themed events including those for the Chamber of Commerce's Christmas Mixer hosted by BP Arco, The Boys and Girls Club annual fundraiser, and The Carson Chamber's yearly Fashion Show.

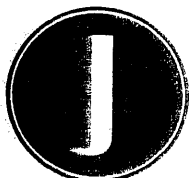
### Professional Organizations

Jay's Catering Event Specialists and principals are involved in and belong to numerous Carson organizations and attend many Carson events. Networking with community leaders, corporate representatives, and members of those organizations creates friendships and loyalty for Jay's Catering and for The Carson Center. Assisting in community fundraisers via catering, creative input, props, decor and event coordination creates goodwill with these organizations.

### Community Outreach

Realizing The Carson Center is a valuable resource for event space for wedding receptions, anniversaries and Quinceaneras, our Corporate Team visits local churches, schools, and social organizations to secure their banquets and fundraisers for The Carson Center. Menus and marketing materials are left with them that address and meet their budgets and needs.

Quinceaneras are now as popular for The Carson Center as weddings. To meet the increasing popularity and demands of these events, Jay's Catering's bakery department is creating elaborate cakes in celebration of this life milestone. We have a longstanding relationship with families in the community and have repeat events for many, from their Quinceaneras, to their Weddings, to their Anniversary parties. The Carson community has come to trust the valued staff of Jay's Catering at The Carson Center with their special celebrations.



MARKETING PLAN 5.2

5.2.5 PHOTOGRAPHY

A key component of our marketing strategy is capturing events in photographs. Jay's in-house photographer shoots events, venues, and products each week to facilitate blogging, magazine articles, publications and advertising. This in turn greatly benefits the venues we serve due to exposure through all forms of media. Not only "worth more than a thousand words," photographs raise Jay's Catering's status in the industry through the networking and trading of resources with other event professionals. These photographs are shared with and given to venues, clients, networking groups, and event partners and professionals to thank them for their participation in the event. They also may use them for their own marketing purposes; often giving credit to the venue as well as Jay's Catering.



## STAFFING 5.3

Jay's catering has been structured around a single goal: To deliver an overall experience that exceeds each client's expectations.

To this end, we have assembled an integrated team of experienced professionals, and developed processes that maximize the efforts of each individual. Our unique team approach connects upper management with staff at every level, and stresses in-depth training and cross training for optimum results.

Our proprietary training protocol insures that everyone who comes in contact with a guest upholds the highest standards of courtesy, dedication and conduct. Easy to follow manuals make even the finest details easy to follow and remember, and are a key refresher for team members at all levels.

Our company CFO, Barbara Breiter personally oversees operations at the Carson Center. Along with Food and Beverage Manager, Ralph Sullivan, they ensure the highest quality results for every client – adhering to the same strict standards that earned Jay's a "Best in Orange County" rating for multiple years.

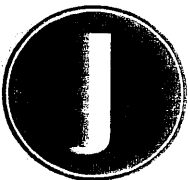
For more than 15 years, Mr. Sullivan has been the principal liaison between Jay's and the Carson Center staff, and knows the special needs of the Carson Community extremely well.

Our dedicated Carson Center Team also includes a Sales Manager, Event Specialists, Sales Support Administrator, Banquet Manager, Chef, Kitchen Staff, Bartenders and Serving personnel. As always, employees will continue to be screened and hired through our Event Staffing Manager and Corporate Human Resources Department.

Management salaries range from \$2,000 to \$4,000 per month, and are based on experience, as well as education and salary history. Each Event Specialist is paid on a Commission basis based on a percentage of sales in order to drive sales volume.

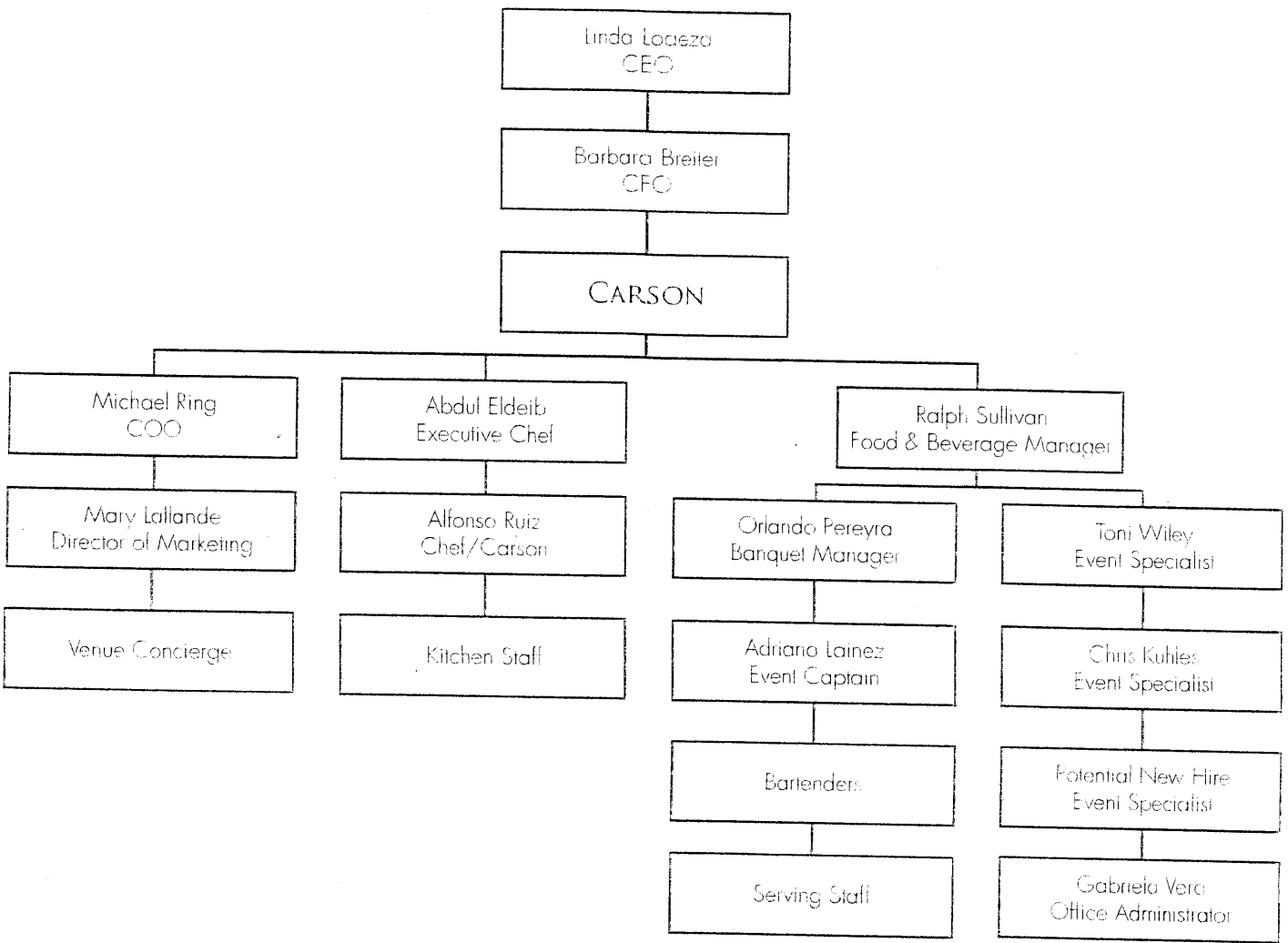
Additionally, all Management and Event Specialists are provided with medical and dental benefits, as well as an opportunity to participate in the company 401k plan. Serving Staff are paid an hourly wage between \$8 and \$12 per hour.

The Organizational Chart clearly delineates the lines of authority.



STAFFING 5.3

ORGANIZATIONAL CHART





### LINDA LOAEZA, C.E.O.

With over 28 years experience as a catering owner/operator, Linda Loaeza has been the guiding force behind Jay's since 1994. Ms. Loaeza has a keen sense of industry trends, is an innovative strategic thinker, and an effective, hands-on leader. Under Ms. Loaeza's guidance, the Jay's team employs the most modern culinary techniques, develops proprietary prep and delivery processes, and utilizes the latest marketing strategies and technologies. An award-winning entrepreneur, Ms. Loaeza defines the key to her success as "Building relationships within the management team, and striving to always exceed the customer's expectations." Ms. Loaeza has been the main liaison with Jay's and the City of Carson. She is currently an active member of the Executive Board of the Carson Chamber of Commerce and works closely with the Advisory Board for the Carson Boys and Girls Club.



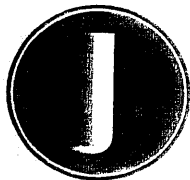
### BARBARA BREITER, C.F.O.

Barbara rejoined the Jay's staff after a successful tenure as a staff accountant at Wiegel, Szekel and Walker, An Accountancy Corporation. Her skill set includes, human resources, operations and financial management. Ms. Breiter's primary duties are in financial planning, including budgeting, managing cash flow and payroll and human resource management. Ms. Breiter oversees medical and liability insurance programs as well as OSHA and Health Department requirements. Her financial information gathering and planning give insight and guide future business decisions for Jay's. She has attended and passed the Food Handlers Courses and was awarded a "Certified Food Handlers Certificate". She currently manages the Carson staff and all aspects of the Carson facility.



### MICHAEL RING, C.O.O.

The good fortune of having a mother, whose passion was catering, inspired Michael Ring very early on. By the time he graduated high school, Mr. Ring knew that he wanted to follow his mother's passion in the hospitality industry. From the age of 20, Michael has been a hands-on learner, thus becoming a hands-on leader. After working and succeeding in many aspects of the business, including, serving, staffing, sales and operations, Mr. Ring has been a welcomed asset to the management team. With an entrepreneurial mindset ingrained in his leadership, Jay's has been able to grow successfully in new areas as a result of his efforts. Just in the past year, Mr. Ring has overseen the renovation of the corporate headquarters, purchasing of energy efficient equipment, eco-friendly products, menu development and has spearheaded the "Go Green" movement at Jay's.



STAFFING 5.3

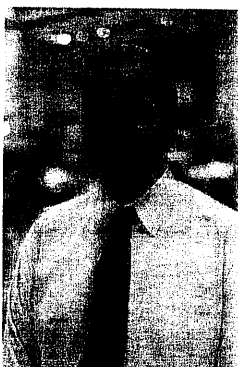


**MARY LALLANDE, DIRECTOR OF MARKETING**  
 Unique to Jay's Catering, Mary Lallande, is responsible for assisting in the marketing of our exclusive venues. She assists corporate clients and brides in search of the perfect venue for their event. Vivacious and entertaining, Mary networks with venues, vendors, and clients through membership in numerous professional organizations including WIPA (Wedding Industry Professionals Association) where she serves as vice-president; ISES (International Special Events Society) serving as the vice-president of communications, and ABC (Association of Bridal Consultants).



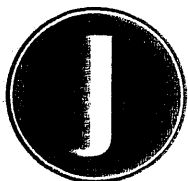
**ABDUL ELDEIB, EXECUTIVE CHEF**  
 Chef Abdul has been leading culinary innovation at Jay's for 21 years. He holds a culinary degree from the Culinary Arts Institute in Concord, France, Restaurant Management and Food Science Degrees from UCLA, and a Wine Certificate from Mondavi Wineries. He also holds a BS Degree in Chemistry from the University of Cairo, which accounts for his experimental and inventive spirit. Chef Abdul owned and operated his own popular restaurant in New York City, and served as the Executive Chef at Westin Century Plaza Hotel, LA and Westin South Coast Plaza Hotel, Costa

Mesa. He has attended a special class for Executive Chefs on Asian cuisine at the Culinary Institute of America's campus in Napa, CA.



**RALPH SULLIVAN, CARSON FOOD & BEVERAGE MANAGER**  
 Ralph is a hands-on supervisor, working closely with his team and the City of Carson Operations Staff to make sure every event is perfect from start to finish. Ralph has been with Jay's for over 17 years, in which the majority of that tenure was spent as the Carson Food and Beverage Manager. His responsibilities include inventory control for kitchen and bar products, equipment, supplies, and all restocking. He is in charge of coordinating kitchen and truck times, and all staffing and training of the Carson staff. Additionally, he

supervises the Banquet Manager and Event Captains.



**ALFONSO RUIZ, CARSON EXECUTIVE CHEF**

Alfonso Ruiz has been with the Mastroianni family for over 30 years initially starting out in the kitchen of Jay's Catering. Alfonso manages kitchen staff and is responsible for the production of our freshly prepared entrées and salads. Chef Ruiz has had extensive experience in emergency feeding operations. He worked with the New Orleans Coast Guard at St. Bernard Parrish, providing meals for 3,500 people from a mobile kitchen for over 90 days. He was "on the lines" with Los Angeles County Fire Department and Southern California Edison providing meals to their staff during the

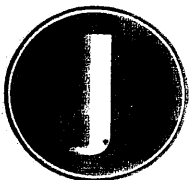
Big Bear and Running Springs fires. Chef Ruiz has been the Executive Chef for Hole-in-One Sports Catering, providing concession and hospitality catering to many national PGA tournaments for the past ten years.

**TONI WILEY, EVENT SPECIALIST**

Toni Wiley has been an Event Specialist with Jay's since December 2006. Toni is a local Carson resident with strong ties to the Carson Community. Toni was previously employed by the City of Carson Community Center Staff as a Sales representative. The knowledge and experience she gained at the Carson Community Center has enabled her to offer to the clients her many ideas and suggestions to meet all their needs and desires for a professional event.

**CHRIS KUHLES, EVENT SPECIALIST**

Chris Kuhles has worked as an Event Specialist with Jay's Catering in Garden Grove as well as in Carson for over 14 years. She brings years of experience in Event Sales and Coordinating to the Jay's Team. She has been an integral part of the Carson Sales Team for over ten years. Many of the Carson clients, friends and families are repeat customers because of the extraordinary care and customer service that Chris has provided to them over the years.



**PERCENTAGE OF GROSS SALES PER YEAR 5.4**

**Item Category**

- 1. Alcoholic Beverage Sales (exclusive of off-premise sales)
- 2. Food Service and Sales (exclusive of alcoholic beverages and off-premise catering)
- 3. Miscellaneous Sales (flowers, vending, equipment, rentals, photographic service)
- 4. Off-Premise Sales (if any) based on gross sales
- 5. Proposed Gratuity/Service Charge for first 24 months of contract

1st	2nd	3rd	4th	5th	%
20%	20%	22%	22%	24%	
18%	18%	19%	19%	20%	
10%	10%	10%	10%	10%	
5%	5%	5%	5%	5%	
21%	21%				

**Proposed Rated Menus:**

**Jays is pleased to offer to the residents of Carson as well as City Council Members, a 5% reduction off the Service Charge on all menus.**

Jays has included in the Menu Section, 5.1, non-profit corporate specific menus and pricing as well as Senior Citizen menus at significantly reduced pricing.

**Minimum Monthly Guaranteed Rental:**

In order to be able to provide a minimum monthly guaranteed rental to the City of Carson, the Caterer must be in a position to have control over the revenue stream that is anticipated. Because of the following factors, Jay's does not have control of this revenue:

(1) This RFP, in its current form, is no longer offering an "Exclusive Contract" to the Caterer chosen, (i.e.: All outdoor areas are no longer exclusive, and all City organizations and City supported groups are now allowed to provide their own food and beverage at their events. Section 6.2 of RFP) These sales alone constitute a significant portion of Catering revenue that will no longer be guaranteed.

**The trend in the past five years from the City staff has been to influence Jay's to allow more and more groups and individuals to be permitted to bring in their own food items. The momentum for this practice is increasing consistently due to the economic situation and we anticipate that this will continue. This not only decreases sales revenue to Jay's, but also decreases percentage rent paid to the City. Once again this practice severely limits the ability for Jay's to project or have control over any guaranteed minimum rent.**

(2) The Caterer has no control or input in the method of the room rental bookings, the deposits and cancellation policies of the Carson Community Center, the training, incentives or supervision of the Center sales staff. Consequently, we cannot offer Catering services and subsequent rent to the City, if the room rentals are not optimized.

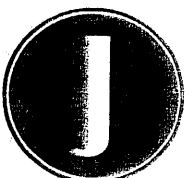
(3) Probably the most important reason for this Contract and future years to come is that the City does not have funds in their budget to repair or renovate the Center to make it an attractive venue for prospective clients. Room rentals have continuously decreased over the last five years of the current contract. We recognize that the current economic times have played a part in this decrease, but the condition of the Center and its appearance has had an equally negative effect as well.

because of the above listed factors, Jay's unfortunately, is not in a position to offer a guaranteed minimum monthly rent.

For the past 26 years, Jay's has provided to the City of Carson, semi-monthly copies of all event invoices as well as a Monthly Rent Report that details all the sales generated, including a breakdown by category for the different commission rates. Jay's utilizes a proprietary software system that tracks all invoices, credit memos and payments for the Carson Community Center.

**Jay's has had an impeccable payment history for the past 26 years of paying all rent monies due in a timely and accurate manner. The City has never had to take steps to collect any payments at all, and the Performance Bond has never been utilized in the history of our contract with the City.**

Attached are samples of the Monthly Rental Reports per the City's specifications, and financial statements:



CARSON RENT REPORT: 7/1/10 to 7/31/10

Sorted by Party Number

Party #	Event Date	Client/Organization	Inv. Total	Tax	Service Charge	Alcohol	Rentals	Exempt	Net Sales
E112215	7/23/2010	Navarro, Joyce & Hipp, Matt	5,619.57	499.22	540.65	200.00	0.00	0.00	4,379.50
E114877	7/10/2010	Jones, Debora	1,137.62	101.07	141.55	0.00	0.00	150.00	745.00
E114889	7/9/2010	Jones, Debora	736.10	65.39	96.71	0.00	0.00	65.00	509.00
E116051	7/31/2010	Antes, Amelita	15,123.99	1,343.59	2,120.40	0.00	0.00	500.00	11,160.00
E116054	7/17/2010	Rodriguez, Hortensio	8,741.60	776.60	1,140.00	200.00	0.00	825.00	5,800.00
E116888	7/24/2010	Thomas-Cox, Vanessa	2,927.22	260.05	393.92	0.00	0.00	200.00	2,073.25
E117809	7/17/2010	George, Mary & Smith, Stewart	4,132.06	367.09	581.97	200.00	0.00	120.00	2,863.00
E118838	7/17/2010	Munoz, Claudia	5,638.76	500.93	820.33	560.00	0.00	0.00	3,757.50
E120028	7/24/2010	Sallie, Patricia	4,865.60	432.25	707.85	500.00	0.00	0.00	3,225.50
E120562	7/10/2010	Dillingham, Anna	1,981.98	176.07	256.41	0.00	0.00	200.00	1,349.50
E122060	7/3/2010	Bernal, Jose & Martinez, Yesenia	9,387.01	833.93	1,338.28	200.00	0.00	25.00	6,989.80
E123379	7/30/2010	Starview Community Services	1,576.01	140.01	171.00	0.00	0.00	365.00	900.00
E123470	7/31/2010	Ramirez, Regina	4,539.15	403.25	685.90	200.00	0.00	0.00	3,250.00
E123964	7/16/2010	Hebert, Linda	1,808.84	160.69	263.15	0.00	0.00	0.00	1,385.00
E124742	7/31/2010	Azapardo, Maria & Williams, Kereth	6,261.20	556.24	870.96	460.00	0.00	250.00	4,124.00
E126754	7/24/2010	Johnson, Kadana & Bryant, Leonard	3,554.12	315.74	482.13	0.00	0.00	218.75	2,537.50
E127481	7/17/2010	Kelley, Gary	1,000.00	0.00	0.00	0.00	0.00	0.00	1,000.00
E127564	7/17/2010	Maris, Lorel	2,273.23	201.95	298.78	0.00	0.00	200.00	1,572.50
E127647	7/3/2010	Pruitt, Chloe	1,637.43	145.47	217.46	0.00	0.00	130.00	1,144.50
E127725	7/3/2010	Rivas, Selena	2,896.85	257.35	389.50	400.00	0.00	200.00	1,650.00
E127801	7/17/2010	Haywood, Angela	1,738.65	154.47	232.18	200.00	0.00	130.00	1,022.00
E127883	7/10/2010	Ueda, Barbara	5,741.99	510.11	795.43	462.00	0.00	250.00	3,724.45
E128021	7/10/2010	Rose of Sharon M. E. C	1,399.32	124.32	0.00	0.00	0.00	150.00	1,125.00
E128416	7/24/2010	African American Empowerment Coalition	2,921.55	259.55	0.00	0.00	0.00	250.00	2,412.00
E128546	7/16/2010	Bowman, Doris	2,361.39	209.75	311.60	200.00	0.00	200.00	1,440.00
E128776	7/29/2010	John Gogian Family Foundation	299.08	26.57	43.51	0.00	0.00	0.00	229.00
E129186	7/31/2010	Robinson, Gwen	2,785.11	247.78	373.83	200.00	0.00	200.00	1,767.50
E129359	7/6/2010	West Basin Water Association	567.49	50.42	78.57	0.00	0.00	25.00	413.50
E129458	7/22/2010	Starview Community Services	1,576.01	140.01	171.00	0.00	0.00	365.00	900.00
E129782	7/9/2010	Wiley, Jeanette	2,589.94	230.09	344.85	200.00	0.00	200.00	1,615.00
E129783	7/15/2010	Health Care Partners, LLC	400.98	35.60	50.35	0.00	0.00	50.00	265.00
E129823	7/23/2010	LA County Community & Senior Services	4,824.85	428.64	686.75	0.00	0.00	270.00	3,437.50
E130328	7/10/2010	Thomas, Bertha	2,495.00	221.60	331.04	0.00	0.00	200.00	1,742.36
E130441	7/16/2010	Wiley, Toni (Employee)	396.35	35.21	69.54	0.00	0.00	0.00	291.60
E130686	7/22/2010	LA County Office of Small Business	789.59	70.14	106.88	0.00	0.00	50.00	562.50
E130703	7/2/2010	Jackson, Latika	371.00	32.94	53.97	251.00	0.00	0.00	207.00
E130703	7/2/2010	Guillen, Estlier	484.00	43.00	70.41	370.59	0.00	0.00	0.00
E130703	7/2/2010	Ruiz, Erin	350.00	0.00	0.00	0.00	0.00	0.00	350.00
E130739	7/5/2010	Congresswoman, Laura Richardson	296.40	0.00	0.00	0.00	0.00	0.00	296.40
E130778	7/9/2010	WADSWORTH Metro South Bay	163.05	14.46	8.55	0.00	9.00	55.00	45.00
E130797	7/3/2010	Long Beach No Boy, CAMEP	447.80	39.79	58.77	0.00	0.00	40.00	309.24
E130806	7/10/2010	Bacillo, Paul	1,336.40	118.70	168.67	0.00	36.00	0.00	993.00
E130871	7/31/2010	Bernal, Jose & Martinez, Yesenia	665.00	59.06	95.74	200.00	0.00	0.00	310.20

E130972	7/9/2010	Rivas, Selene	869.00	77.20	126.49	657.73	0.00	0.00	7.60
E131169	7/14/2010	Ueao, Barbara	164.00	14.57	23.86	124.04	0.00	0.00	1.53
E131170	7/14/2010	Wiley, Jeanette	267.00	23.77	38.84	204.44	0.00	0.00	0.00
E131185	7/16/2010	General Mills/Yoplait	415.04	36.88	44.41	0.00	0.00	100.00	233.75
E131220	7/29/2010	Families in School	730.12	64.86	90.26	0.00	0.00	100.00	475.00
E131252	7/23/2010	Tell, Mary	2,025.69	179.96	278.73	0.00	0.00	100.00	1,467.00
E131313	7/31/2010	Bray, Felisha	877.04	77.91	111.63	0.00	0.00	100.00	567.50
E131483	7/21/2010	George, Mary & Smith, Stewart	180.00	16.00	26.18	134.76	0.00	0.00	3.06
E131484	7/21/2010	Bowman, Doris	776.00	68.94	112.89	571.26	0.00	0.00	22.97
E131485	7/21/2010	Haywood, Angela	198.00	17.59	28.80	145.49	0.00	0.00	6.12
E131486	7/21/2010	Rodriguez, Hortensio	1,122.00	99.68	163.23	857.56	0.00	0.00	1.53
E131489	7/21/2010	Munoz, Claudia	224.00	19.90	32.59	171.51	0.00	0.00	0.00
E131587	7/30/2010	API Scan	813.01	72.23	118.28	0.00	0.00	0.00	622.50
E131781	7/28/2010	Navalto, Joyce & Hopp, Matt	1,055.00	93.73	153.48	806.26	0.00	0.00	1.53
E131783	7/28/2010	Sallie, Patricia	701.99	62.36	102.13	537.50	0.00	0.00	0.00
E131867	7/30/2010	Ueao, Barbara	-52.24	-4.64	-7.60	0.00	0.00	0.00	-40.00
E99708	7/30/2010	Jones, Pernell	8,128.91	722.16	1,089.35	200.00	0.00	584.00	5,523.40
			<b>138044.8</b>	<b>12232.37</b>	<b>18125.06</b>	<b>9751.72</b>	<b>36</b>	<b>6907.75</b>	<b>90991.9</b>

Kent Basis	\$9,751.72	\$36.00	\$90,991.90
Kent Percentage	30%	20%	22%
Kent Subtotal	\$2,925.52	\$7.20	\$20,018.22
Sales Subtotal	\$6,826.20	\$28.80	\$70,973.68
Kent Total	\$22,950.93		
Total Kent Sales	\$77,828.65		

## CARSON RENT REPORT: 7/1/10 to 7/31/10

Sorted by Party Name

Party #	Event Date	Client/Organization	Inv. Total	Tax	Service Charge	Alcohol	Rentals	Exempt	Net Sales
E128416	7/24/2010	African American Empowerment Coalition	2,921.55	259.55	0.00	0.00	0.00	250.00	2,412.00
E116051	7/31/2010	Antes, Amelita	15,123.99	1,343.59	2,120.40	0.00	0.00	500.00	11,160.00
E131587	7/30/2010	API Scan	813.01	72.23	118.28	0.00	0.00	0.00	622.50
E124742	7/31/2010	Azupardic, Maria & Williams, Kenneth	6,261.20	556.24	870.96	460.00	0.00	250.00	4,124.00
E130808	7/10/2010	Bacallo, Sajili	1,336.40	118.73	188.67	0.00	36.00	0.00	993.00
E122060	7/3/2010	Bernal, Jose & Martinez, Yesenia	9,387.01	833.93	1,338.28	200.00	0.00	25.00	6,989.80
E130971	7/9/2010	Bernal, Jose & Martinez, Yesenia	665.00	59.08	96.74	507.64	0.00	0.00	1.54
E128546	7/16/2010	Bowman, Doris	2,361.39	209.79	311.60	200.00	0.00	200.00	1,440.00
E131484	7/21/2010	Bowman, Doris	776.00	68.94	112.89	571.20	0.00	0.00	22.97
E131313	7/31/2010	Bray, Felisha	877.04	77.91	111.63	0.00	0.00	100.00	587.50
E130739	7/5/2010	Congresswoman Laura Richardson	-296.40	0.00	0.00	0.00	0.00	0.00	-296.40
E120562	7/10/2010	Dillingham, Anna	1,981.98	176.07	256.41	0.00	0.00	200.00	1,349.50
E131220	7/29/2010	Families in School	730.12	64.86	90.26	0.00	0.00	100.00	475.00
E131185	7/16/2010	General Mills-Yoplait	415.04	36.88	44.41	0.00	0.00	100.00	233.75
E117809	7/17/2010	George, Mary & Smith, Stewart	4,132.06	367.09	581.97	200.00	0.00	120.00	2,863.00
E131483	7/21/2010	George, Mary & Smith, Stewart	180.00	16.00	26.18	134.76	0.00	0.00	3.06
E130703	7/2/2010	Guiller, Esther	484.00	43.00	70.41	370.59	0.00	0.00	0.00
E127801	7/17/2010	Haywood, Angela	1,738.65	154.47	232.18	200.00	0.00	130.00	1,022.00
E131485	7/21/2010	Haywood, Angela	198.00	17.59	28.80	145.49	0.00	0.00	6.12
E129783	7/15/2010	Health Care Partners, LLC	400.98	35.63	50.35	0.00	0.00	50.00	265.00
E123964	7/16/2010	Hebert, Linda	1,808.84	160.69	263.15	0.00	0.00	0.00	1,385.00
E130702	7/2/2010	Jackson, Lotika	371.00	32.96	53.97	281.00	0.00	0.00	3.07
E128770	7/29/2010	John Gogian Family Foundation	299.08	26.57	43.51	0.00	0.00	0.00	229.00
E126754	7/24/2010	Johnson, Kadana & Bryant, Leonard	3,554.12	315.74	482.13	0.00	0.00	218.75	2,537.50
E114889	7/9/2010	Jones, Debora	736.10	65.39	96.71	0.00	0.00	65.00	509.00
E114877	7/10/2010	Jones, Debora	1,137.62	101.07	141.55	0.00	0.00	150.00	745.00
E99708	7/30/2010	Jones, Pernell	8,128.91	722.16	1,089.35	200.00	0.00	584.00	5,533.40
E127481	7/17/2010	Kelley, Gary	1,000.00	0.00	0.00	0.00	0.00	0.00	1,000.00
E129825	7/23/2010	LA County Community & Senior Services	4,824.89	428.64	688.73	0.00	0.00	270.00	3,437.50
E130680	7/22/2010	LA County Office of Small Business	789.52	70.14	106.88	0.00	0.00	50.00	562.50
E130778	7/9/2010	IACMIA - Metro South Bay	163.03	14.48	8.55	0.00	0.00	95.00	45.00
E130797	7/9/2010	Long Beach So Bay CAMIT	447.80	39.79	58.76	0.00	0.00	40.00	309.25
E127564	7/17/2010	Marks, Lorei	2,273.23	201.95	298.78	0.00	0.00	200.00	1,572.50
E118838	7/17/2010	Munoz, Claudio	5,638.76	500.93	820.33	560.00	0.00	0.00	3,757.50
E131489	7/21/2010	Munoz, Claudio	224.00	19.90	32.59	171.51	0.00	0.00	0.00
E112215	7/23/2010	Navalta, Joyce & Happ, Matt	5,619.37	499.22	540.65	200.00	0.00	0.00	4,379.50
E131781	7/28/2010	Navalta, Joyce & Happ, Matt	1,055.00	93.73	153.48	806.26	0.00	0.00	1.53
E127647	7/3/2010	Pruitt, Chloe	1,637.43	145.47	217.46	0.00	0.00	130.00	1,144.50
E123470	7/31/2010	Ramirez, Regina	4,539.15	403.25	685.90	200.00	0.00	0.00	3,250.00
E127725	7/3/2010	Rivas, Selene	2,896.85	257.35	389.50	400.00	0.00	200.00	1,650.00
E130972	7/9/2010	Rivas, Selene	869.00	77.20	126.42	657.38	0.00	0.00	7.65
E129180	7/31/2010	Robinson, Gwen	2,789.11	247.78	373.63	200.00	0.00	200.00	1,767.50
E116054	7/17/2010	Rodriguez, Hortencia	8,741.60	776.60	1,140.00	200.00	0.00	821.00	5,800.00

E131486	7/21/2010	Rodriguez, Hortensia	1,122.00	99.68	160.23	857.56	0.00	0.00	1.53
E128021	7/10/2010	Rose of Sharon M. B. C.	1,399.32	124.32	0.00	0.00	0.00	150.00	1,125.00
E130705	7/2/2010	Ruiz, Eric	350.00	0.00	0.00	0.00	0.00	0.00	-350.00
E120028	7/24/2010	Sallie, Patricia	4,865.60	422.25	707.85	500.00	0.00	0.00	3,225.50
E131783	7/28/2010	Sallie, Patricia	701.99	62.36	102.13	537.50	0.00	0.00	0.00
E129458	7/22/2010	Starview Community Services	1,576.01	140.01	171.00	0.00	0.00	365.00	900.00
E123379	7/30/2010	Starview Community Services	1,576.01	140.01	171.00	0.00	0.00	365.00	900.00
E131252	7/23/2010	Tell, Mary	2,025.69	179.96	278.73	0.00	0.00	100.00	1,467.00
E130328	7/10/2010	Thomas, Bertha	2,495.00	221.66	331.04	0.00	0.00	200.00	1,742.30
E116888	7/24/2010	Thomas-Cox, Vanessa	2,927.22	260.05	393.92	0.00	0.00	200.00	2,073.25
E127883	7/10/2010	Ueda, Barbara	5,741.99	510.11	795.43	462.00	0.00	250.00	3,724.45
E131169	7/14/2010	Ueda, Barbara	164.00	14.57	23.86	124.04	0.00	0.00	1.53
E131867	7/30/2010	Ueda, Barbara	-52.24	-4.64	-7.60	0.00	0.00	0.00	-40.00
E129359	7/6/2010	West Basin Water Association	567.49	50.42	78.57	0.00	0.00	25.00	413.50
E129782	7/9/2010	Wiley, Jeanette	2,589.94	230.09	344.85	200.00	0.00	200.00	1,615.00
E131170	7/14/2010	Wiley, Jeanette	267.00	23.72	38.84	204.44	0.00	0.00	0.00
E130441	7/10/2010	Wiley, Toni (Employee)	396.35	35.21	69.54	0.00	0.00	0.00	291.60
			<b>138044.8</b>	<b>12232.37</b>	<b>18125.06</b>	<b>9751.72</b>	<b>36</b>	<b>6907.75</b>	<b>90991.9</b>

Rent Basis	\$9,751.72	\$36.00	\$90,991.90
Rent Percentage:	30%	20%	22%
Rent Subtotals	\$2,925.52	\$7.20	\$20,018.22
Sales Subtotals:	\$6,826.20	\$28.80	\$70,973.68
Rent Total	\$22,950.93		
Total Rent Sales:	\$77,828.69		

Carson Event Proposal

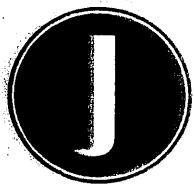


Client/Organization Munoz, Claudia	Event Date 7/17/2010 (Sat)	Telephone (424) 264-8849	Fax ( ) -	Event # E118838
Address 1010 Lagoon #107, Wilmington, CA 90744		Booking Contact Claudia Munoz	Booking Tel (424) 264-8849	Guests 180 (Act)
Sales Rep Chris Kuhles	Theme Birthday/Quinceaner	Site Contact Claudia Munoz	Site Tel (424) 264-8849	

Date	Description	Start	End
7/17/2010 (Sat)	Staffed Event	6:00 pm	11:59 pm
7/17/2010 (Sat)	Staffed Event	6:00 pm	11:59 pm

**Proposed Items**

Food/Service Items	Price	Qty	Total
~ BUFFET ~			
<b>Tequila Lime Chicken (25 +)</b>	17.95	150	2,692.50
Grilled Chicken Breast in a Tequila-Lime Marinade with Cilantro Sauce			
<b>Stuffed Pasta Shells</b>		150	
<b>Garlic Roasted New Potatoes</b>		150	
<b>Vegetable Medley</b>		150	
<b>Pear Salad</b>		150	
Romane and Wild Field Greens with Pears, Dried Cranberries, Walnuts, & Stilton Cheese			
Served with a Pear Vinaigrette			
<b>Fresh Baked Rolls &amp; Butter</b>		150	
**			
<b>Children's Menu</b>	8.50	30	255.00
<b>Chicken Breast Tenders</b>			
Served with Ketchup and BBQ Sauce			
<b>Macaroni &amp; Cheese</b>			
<b>Fresh Fruit</b>			
Watermelon, Cantaloupe & Oranges			
<b>Fresh Baked Rolls &amp; Butter</b>			
Tiered Cake	3.50	180	630.00
Champagne Toast	2.00	180	360.00
Punch Buffet Service	1.00	180	180.00
<b>No Host Bar Service Option One</b>	200.00	1	200.00
-Bar location determined by caterer		1	
Bartender			
<b>Table Linen &amp; Linen Napkins</b>			
White 90" Round Linen		20	
China and Service Ware			
<b>Water Goblet</b>			
<b>Uniformed Serving Staff</b>		4	



E118838 - Munoz, Claudia

Notes

Subtotal	4,317.50	Paid	5,638.76
Tax	500.93	Balance	0.00
Service	820.33		
Total Value	5,638.76		

E118838 - Munoz, Claudia

Event Location:

Carson Center - Carson Dominguez

Saturday Initial \_\_\_\_

7/17/2010 Initial \_\_\_\_

Event Start Time: 6:00 pm Initial \_\_\_\_

Event End Time: 11:59 pm Initial \_\_\_\_

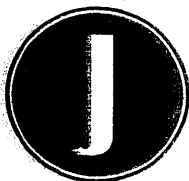
Total Value: \$5,638.76 Initial \_\_\_\_

I, the undersigned, understand and accept the proposal as described above in addition to Jay's Terms and Conditions.

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_





**Jay's Catering**  
 10581 Garden Grove Blvd.  
 Garden Grove, CA 92843

Event # E118838  
 Event Date 7/17/2010  
 Sales Rep Chris Kuhles  
 Party Type CA-W  
 Guests 180  
 Payment Type

Bill To:  
 Munoz, Claudia  
 1010 Lagoon #107  
 Wilmington, CA 90744

Site Location  
 Carson Center - Carson Dominguez  
 Elena Bouchan Birthday

**Event Financial Summary**

Start Time: 6:00 pm  
 End Time: 11:59 pm

Beverage	180.00
Cake	630.00
Equipment	0.00
Food	2,947.50
Labor	0.00
Linens	0.00
Liquor	560.00
<hr/>	
<b>Subtotal</b>	<b>4,317.50</b>
<b>Service Charge</b>	<b>820.33</b>
<b>Tax</b>	<b>500.93</b>
<hr/>	
<b>Total</b>	<b>5,638.76</b>

Saturday, July 17, 2010

CA-W

E118838



**Beverage  
Staffed Event**

7/17/2010 - Saturday

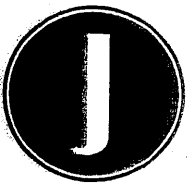
Event #: CA-W - E118838

Client/Organization Munoz, Claudia	Booking Contact Claudia Munoz	Site Name Carson Center - Carson Dominguez	Site Contact Claudia Munoz
Address 1010 Lagoon #107	City Wilmington	Site Address Elena Bouchan Birthday	City

Sales Representative Chris Kuhles	Telephone (424) 264-8849	Site Telephone	Start 6:00 pm	End 11:59 pm
Theme Birthday/Quinceanera	Other Telephone ( ) -	Hot or Cold	Disposable or Reg	Guests 180 (Act)

Amt	Name	Comment	Qty	Price	Total
	Punch Buffet Service Carson		180	1.00	180.00

Total  
180.00



**Cake**  
**Staffed Event**

7/17/2010 - Saturday

Event #: CA-W - E118838

Client/Organization Munoz, Claudia	Booking Contact Claudia Munoz	Site Name Carson Center - Carson Dominguez	Site Contact Claudia Munoz
Address 1010 Lagoon #107	City Wilmington	Site Address Elena Bouchan Birthday	City

Sales Representative Chris Kuhles	Telephone (424) 264-8849	Site Telephone	Start 6:00 pm	End 11:59 pm
Theme Birthday/Quinceanera	Other Telephone ( ) -	Hot or Cold	Disposable or Reg	Guests 180 (Act)

Amt	Name	Comment	Qty	Price	Total
	Tiered Cake	Jay's tiered cake - see cake form	180	3.50	630.00
	6" square	marble w/ choc bav			0.00
	9" square	marble w/ choc bav			0.00
	16" square	marble w/ coc bav			0.00
					0.00
					0.00

Total  
630.00



**Equipment  
Staffed Event**

7/17/2010 - Saturday

Event #: CA-W - E118838

Client/Organizaton	Booking Contact	Site Name	Site Contact
Munoz, Claudia	Claudia Munoz	Carson Center - Carson Dominguez	Claudia Munoz
Address	City	Site Address	City
1010 Lagoon #107	Wilmington	Elena Bouchan Birthday	

Sales Representative	Telephone	Site Telephone	Start	End
Chris Kuhles	(424) 264-8849		6:00 pm	11:59 pm
Theme	Other Telephone	Hot or Cold	Disposable or Reg	Guests
Birthday/Quinceanera	() -			180 (Act)

Amt	Name	Comment	Qty	Price	Total
	China and Service Ware				0.00
	Water Goblet				0.00

Total  
0.00



**Food  
Staffed Event**

**7/17/2010 - Saturday**

Event #: **CA-W - E118838**

Client/Organization	Booking Contact	Site Name	Site Contact
Munoz, Claudia	Claudia Munoz	Carson Center - Carson Dominguez	Claudia Munoz
Address	City	Site Address	City
1010 Lagoon #107	Wilmington	Elena Bouchan Birthday	

Sales Representative	Telephone	Site Telephone	Start	End
Chris Kuhles	(424) 264-8849		6:00 pm	11:59 pm
Theme	Other Telephone	Hot or Cold	Disposable or Reg	Guests
Birthday/Quinceanera	() -			180 (Act)

Amt	Name	Comment	Qty	Price	Total
	- BUFFET -				0.00
	Tequila Lime Chicken Carson (25 +)		150	17.95	2,692.50
	Cilantro Cream Sauce				0.00
	Stuffed Pasta Shells		150		0.00
	Garlic Roasted New Potatoes		150		0.00
	Fresh Vegetable Medley		150		0.00
	Pear Salad		150		0.00
	Romaine & Wild Field Greens				0.00
	Sliced Pears				0.00
	Dried Cranberries				0.00
	Walnuts				0.00
	Stilton Cheese				0.00
	Pear Vinaigrette				0.00
	Dinner Rolls		150		0.00
	-Cubed Butter				0.00
	Children's Menu Carson		30	8.50	255.00
	Chicken Breast Tenders				0.00
	Ketchup				0.00
	Macaroni & Cheese				0.00



**Food Staffed Event**

**7/17/2010 - Saturday**

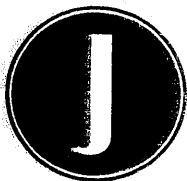
**Event #: CA-W - E118838**

Client/Organization Munoz, Claudia	Booking Contact Claudia Munoz	Site Name Carson Center - Carson Dominguez	Site Contact Claudia Munoz
Address 1010 Lagoon #107	City Wilmington	Site Address Elena Bouchan Birthday	City

Sales Representative Chris Kuhles	Telephone (424) 264-8849	Site Telephone	Start 6:00 pm	End 11:59 pm
Theme Birthday/Quinceanera	Other Telephone ( ) -	Hot or Cold	Disposable or Reg	Guests 180 (Act)

Amt	Name	Comment	Qty	Price	Total
	Watermelon, Cantaloupe & Oranges	Watermelon, Cantaloupe & Oranges			0.00
	Plain Dinner Rolls				0.00
	Cubed Butter				0.00

**Total**  
2,947.50



Labor  
Staffed Event

7/17/2010 - Saturday

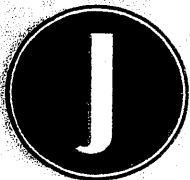
Event #: CA-W - E118838

Client/Organization Munoz, Claudia	Booking Contact Claudia Munoz	Site Name Carson Center - Carson Dominguez	Site Contact Claudia Munoz
Address 1010 Lagoon #107	City Wilmington	Site Address Elena Bouchan Birthday	City

Sales Representative Chris Kuhles	Telephone (424) 264-8849	Site Telephone	Start 6:00 pm	End 11:59 pm
Theme Birthday/Quinceanera	Other Telephone ( ) -	Hot or Cold	Disposable or Reg	Guests 180 (Act)

Amt	Name	Comment	Qty	Price	Total
	Bartender				0.00
	Uniformed Serving Staff		4		0.00

Total  
0.00



**Linens**

7/17/2010 - Saturday

Event #:

CA-W - E118838

**Staffed Event**

Client/Organization Munoz, Claudia	Booking Contact Claudia Munoz	Site Name Carson Center - Carson Dominguez	Site Contact Claudia Munoz
Address 1010 Lagoon #107	City Wilmington	Site Address Elena Bouchan Birthday	City

Sales Representative Chris Kuhles	Telephone (424) 264-8849	Site Telephone	Start 6:00 pm	End 11:59 pm
Theme Birthday/Quinceanera	Other Telephone ( ) -	Hot or Cold	Disposable or Reg	Guests 180 (Act)

Amt	Name	Comment	Qty	Price	Total
	Table Linen & Linen Napkins				0.00
	White 90" Round Linen	20 rounds of 10	20		0.00
	White Linen Napkin	201 seating, 9 staff bird of paradise fold	210		0.00
	White 120" Round Linen	buffet, cake	2		0.00
	White 6' Linen Table Drape	1 person HT, buffet, beverage, gift, reg, DJ	9		0.00
	White 8' Linen Table Drape	kids buffet	1		0.00
	White 10' Banquet Linen	bar, fluff	8		0.00

Total
0.00



Liquor  
Staffed Event

7/17/2010 - Saturday

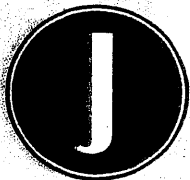
Event #: CA-W - E118838

Client/Organization Munoz, Claudia	Booking Contact Claudia Munoz	Site Name Carson Center - Carson Dominguez	Site Contact Claudia Munoz
Address 1010 Lagoon #107	City Wilmington	Site Address Elena Bouchan Birthday	City

Sales Representative Chris Kuhles	Telephone (424) 264-8849	Site Telephone	Start 6:00 pm	End 11:59 pm
Theme Birthday/Quinceanera	Other Telephone ( ) -	Hot or Cold	Disposable or Reg	Guests 180 (Act)

Amt	Name	Comment	Qty	Price	Total
	Champagne Toast		180	2.00	360.00
					0.00
	No Host Bar Service Option One		1	200.00	200.00
	~Bar location determined by caterer		1		0.00

Total  
560.00



**Directions To Site  
Staffed Event**

7/17/2010 - Saturday

Event #: CA-W - E118838

Client/Organization	Booking Contact	Site Name	Site Contact
Munoz, Claudia	Claudia Munoz	Carson Center - Carson Dominguez	Claudia Munoz
Address	City	Site Address	City
1010 Lagoon #107	Wilmington	Elena Bouchan Birthday	

Sales Representative	Telephone	Site Telephone	Start	End
Chris Kuhles	(424) 264-8849		6:00 pm	11:59 pm
Theme	Other Telephone	Hot or Cold	Disposable or Reg	Guests
Birthday/Quinceanera	() -			180 (Act)

BIRTHDAY-QUINCEANERA / CARSON DOMINGUEZ / 6:00 PM / 201 SEATING

ONE NO HOST BAR SET UP

LINENS: ALL WHITE

SET UP: SEE FLOOR PLAN

- 1 PERSON HEAD TABLE
- 20 ROUNDS OF 10 PERSONS (4 RESERVED SIGNS IF NEEDED)
- ADULT BUFFET, KIDS BUFFET, BEVERAGE, GIFT, REGISTRATION, DJ, BAR
- CAKE ON A ROUND

- SET TABLES - BIRD OF PARADISE NAPKIN FOLD
- USE ALL CHINA
- WATER ON THE TABLES
- DISPLAY TIERED CAKE FROM JAY'S

3:00 PM - DECORATOR COMING FOR SET UP

6:00 PM - BAR OPEN

- PUNCH STATION

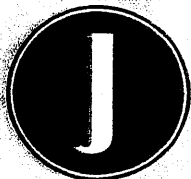
6:45 PM - BUFFET OPEN

8:30 PM - TOAST - JAY'S CHAMPAGNE AND CIDER

8:45 PM - CAKE PICTURES

- CUT AND SERVE CAKE

- USE CHINA PLATE



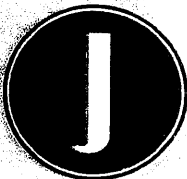
**Directions To Site  
Staffed Event**

7/17/2010 - Saturday

Event #: CA-W - E118838

Client/Organization Munoz, Claudia	Booking Contact Claudia Munoz	Site Name Carson Center	Site Contact Claudia Munoz
Address 1010 Lagoon #107	City Wilmington	Site Address 3 Civic Plaza	City Carson

Sales Representative Chris Kuhles	Telephone (424) 264-8849	Site Telephone	Start 6:00 pm	End 11:59 pm
Theme Birthday/Quinceanera	Other Telephone ( ) -	Hot or Cold	Disposable or Reg	Guests 180 (Act)





Consumer Attorneys  
Association  
of Los Angeles

800 West Sixth St., Suite 700  
Los Angeles, CA 90017  
tel: 213.487.1212  
fax: 213.487.1224  
www.caala.org

TO WHOM IT MAY CONCERN

It is my distinct pleasure to share with you the positive experience I have had with Jay's Catering.

I am Executive Director of the nation's largest local trial attorney association. For the past two years, Jay's Catering has provided catering services on an exclusive basis to our association and its 2,700 discerning attorney members. Jay's Catering has provided full-service catering for dozens of events, large and small, including our monthly Board of Governors and Executive Committee meetings.

In the time we have worked with Jay's Catering, I can state unequivocally that we have never been disappointed with the events catered and served by Jay's Catering.

Every event that Jay's Catering has served has been marked by outstanding food and highly professional service.

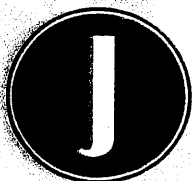
Jay's Catering provides invaluable counsel and advice in selecting menus and its server corps is always highly professional and easy to work with.

In the two years event attendees' comments have all been positive as to the food and service and we have not had one complaint.

Events in our large conference space are in a high rise office building and set-up and clean-up are extremely important. The crew is always punctual and fully prepared. Within ten minutes after Jay's Catering staff leaves one would not know an event had been held in our office.

I highly recommend Jay's Catering to anyone who is looking for a full-service catering and special event company that is reliable, trustworthy and offers superior food and service.

Stuart A. Zanville  
Executive Director  
Consumer Attorneys of Los Angeles



CALIFORNIA STATE  
UNIVERSITY  
LONG BEACH

To whom it may concern:

It is a pleasure to write this letter of recommendation for Jay's Catering. As director of the Earl Burns Miller Japanese Garden at California State University, Long Beach, which is a busy social space for entertaining on campus and one of the most successful wedding venues in area, I have worked with the staff at Jay's for more than five years. Throughout our relationship, Jay's Catering has consistently met or exceeded our expectations for catering for our wedding and university clients.

Earl Burns Miller



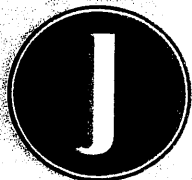
One of the special aspects of working with Jay's is their personal attention to detail and to understanding the needs of their clients. Although they are one of the largest caterers in Southern California, this attentiveness creates an atmosphere of trust with both the venue management and the client. Another characteristic of their company is their consistency. They can be counted on to deliver what was ordered on time and in the most professional manner. Additionally, I have found them flexible, fair in the resolution of problems and willing to meet the special requests of our diverse clientele, thus providing the benefit of a smaller catering company and the dependability of a large and stable business.

In consideration of their excellent service and professional business ethic, I give Jay's Catering my highest recommendation. Please feel free to contact me with any questions you may have at 562.985.5930.

Sincerely,

Jeanette Schelin  
Sr. Director

1250 BELFLOWER  
BOULEVARD, MS-0601  
LONG BEACH, CA 90840  
TEL: 562/985-8885  
FAX: 562/985-8884





August 18, 2010

To Whom It May Concern:

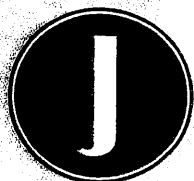
I'm pleased to recommend Jay Catering, A Fine Cuisine and Special Event Company. Over the past four years, I worked directly with Linda Loaeza, President of Jay's Catering, along with their entire staff on catering and event services for our venue. In fact, Jay's has been our exclusive partner for the entire time I have worked with them and I do not foresee this changing in the future. Their staff and menu depth are top-notch, and we have been very pleased with the work they've done for us and our clients.

At our venue, weddings are our main events. By far, the toughest clients to please are brides. Jay's Catering has far surpassed meeting the expectations of our brides, with the variety of menus available, but also those expectations of their discerning parents, in providing amazing dishes for their guests. The level of professionalism provided by Jay's Catering staff is exactly what I need to make our weddings and my business a success. Our company has trusted over 300 events to them in the years past and will continue to trust them in the future.

Through the years, Jay's Catering has provided excellent catering and menus for our company and most importantly our clients. I recommend them without hesitation and would hire them again if given the opportunity.

Sincerely,

Liz Palmer  
Owner and Director,  
The Ebell Club of Long Beach





818 / 244-6571 Voice  
818 / 247-6533 Fax  
6265 San Fernando Road  
Glendale, California  
91201-2214

July 10, 2009

Jay's Catering  
10581 Garden Grove Blvd.  
Garden Grove, CA 92843  
Attn: Michael Ring

Re: Final remittance and customer reference

Dear Mike,

Enclosed you will find our (final) payment-in-full for our event.

I wanted to also provide you the following, as I told you that I would.

*The year 2009 marks ACCO Engineered System's 75<sup>th</sup> anniversary. In March, the President and CEO approached me to plan an Open House party that would celebrate this special occasion for us. A party committee member suggested Jay's Catering for the food, beverage, and rentals needs, rather than having to retain multiple vendors and deal with multiple contacts.*

*Our Open House was held on June 25<sup>th</sup>, and over 1,000 people attended the party. Jay's Catering transformed our parking lot into a classy, classic outdoor venue, with decorative touches that spoke to our engineering work. Jay's staff did an outstanding prep and planning job, recommending a variety of foods that paired well and fit our party budget. The set-up team arrived 45 minutes early and was finished before their promised end time, and the party "captain" and his crew were complimented for their manners and service. Jay's team of professionals thought through our party needs and provided them before I thought of them, which meant no panicking on party day for me.*

*Customers, alumni, ACCO employees and executives have continued to rave to me that it was the best party in company history, and it was done on time and on budget. Thank you to everyone at Jay's for making the party such a success, and for making me look so good!*

I wish you guys all the best! ☺

Sincerely,  
**ACCO Engineered Systems**

Betsy Monahan  
HR Manager



Wilma Richardson  
2101 E. 21<sup>st</sup> Street #110  
Signal Hill, Ca. 90755  
562 243-4203

May 11, 2010

Carson Center and Jay's  
3 Civic Plaza  
Carson, Ca. 90745

Re: May 8, 2010  
Bridal Shower  
1:00pm - 5:00pm

This is the first time I have had an affair at this facility, the Carson Community Center. I would like to commend Orlando Pereyra and Rosa for their assistance in making my daughter's bridal shower a success. They played a major part. Orlando readily made himself readily available to make sure the room and food was perfect. We all were made to feel comfortable and welcome.

We could not have asked for a better server than Rosa. She was very professional, pleasant, clean and friendly.

Toni, Orlando and Rosa's customer service skills exceeded our expectations. My guess and I were more than satisfied. And Toni was wonderful. She worked with me step by step to insure that the menu was what I needed and the cake was right for the occasion. I could call her anytime, she was never too busy to make me feel important and special.

The food was excellent. I usually go to events at hotels or restaurants. In my personal opinion this was much better than any restaurant or hotel. I will recommend the Carson Community Center to all my friends. Thank you for having people like Toni, Orlando and Rosa. It's people like them that add the positive to any experience that deal with the public.

Keep up the great work,



Wilma Richardson



WEDDINGS



SPECIAL EVENTS

Dear Cindy & and All Jay's Wonderful Team,

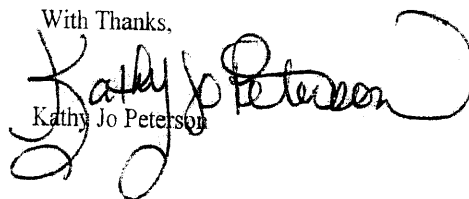
Well I have figured out one of life's mysteries ! Heaven *does* exist ! And its located on Garden Grove Boulevard in Garden Grove !

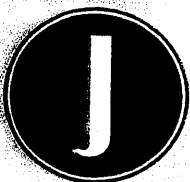
I can not really find the words to thank you properly for the fantastic luncheon last week . It was so impressive ! And not just the lunch but the abundance of gifts ! The give away, the take away , it was all just so beyond generous.

The menu and food was so good it was just ridiculous ! My compliments to the Chef. The thought put behind the menu and the presentation was out standing and world class . I hope that I have that mango muffin again someday , it was an experience !

Please know that there was not one detail that went unnoticed. It was a very special & memorable day.. It will be an honor to bring brides and clients to Jay's in the future and I look forward to working with you soon.

With Thanks,

  
Kathy Jo Peterson



Way to Go  
Carson Team

Client: Linda Hebert  
Event: Husband's 40<sup>th</sup> Surprise Birthday Party  
Time: 6:00 p.m. to 12:00 a.m.  
Day: July 16, 2010

Dear Chris,

I just want to commend you and your staff for excellent service, from booking the date six months prior to planning the menu.

This was my first time planning an event and I had no idea what to do. My aunt told me about the Carson Community Center and I live in Carson for ten years and had no knowledge that you could book private events at the facility.

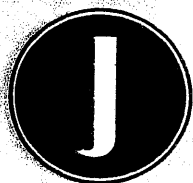
When I walked in your office I was nervous and anxious because I didn't know what to expect. You, Chris comforted and reassured me by stating, "That is what we are here for". You were patient with me during the planning stages. You listened to my ideas and didn't push your suggestions on me until I asked. All of your advice was good and sound from setting up my husband with the surprise (*sent a fake invite for another person's party on that day*) to the menu. **Thank you.**

*Your contract and billing statement was clear and easy to understand, no hidden agenda or fine print mumbo jumbo.*

The day of the party Chris, you were accommodating and everything went off without a hitch. Your servers Adriana and Coco that day were excellent. Our guests were impressed with their manners and sense of duty. They were accommodating and efficient. Our guests had only nice things to say about everything, they really had a good time. The food was excellent and the cake was not only beautiful but also very good. I look forward to other events in the future. Thank you very much for everything.

Sincerely,

*Linda Hebert*  
Linda Hebert



From: dominiquebalque@yahoo.com [mailto:dominiquebalque@yahoo.com]  
Sent: Friday, July 02, 2010 12:23 PM  
To: Civic Center-Regina Ramirez/ Kevin Sound System-kgroberts@stateoftheheart-av.com; Toni Wiley  
Cc: Orlando Pereya; Kevin Roberts  
Subject: June 25th's Ordination Service

Hi Regina and Toni!

We just wanted to truly thank the two of you for organizing and arranging our accommodations in such an excellent way. Words cannot express how "beautiful" the room, food (everyone loved the bbq!) and the atmosphere of the entire service was. All we could hear throughout the night was, "Wow! This is so lovely, I've never been to a service like this...everything is SO excellent!" And thanks Regina for PERSONALLY coming to our room to insure that all of our needs were met...+ the dollar my sister owes you! (Smile!)

Prior to the service, Lawrence (with his assistant) dramatically assisted in making the room look so much MORE spacious and elegant (than the layout WE originally requested). Kevin, was very helpful in setting up the sound system to perfection...he even gave some "FREE" video consultation! :-). Last, but not least, Orlando was an absolute breath of fresh air!

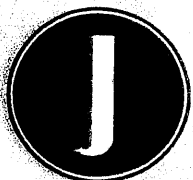
When we first met Orlando, he was "Comfort" and "Peace" on two legs! His professionalism was excellent. He anticipated practically "all" of our needs and answered all of our questions and delivered requests with "style" and "flair". And his accent made us feel wonderful, as if we're overseas in another world! :-)

He was truly an asset, and blessing to us. We couldn't imagine not having him a part of our event. Honestly, it felt like he was family because of the warm and compassionate heart he has. Should we schedule another function, we shall indeed request his presence at all of our future events! He's awesome!

Once again, thanks to the two of you and your great team of staff (including Mike, the very NICE Security officer from NY!), we had a most memorable and blessed time and celebration at our "Ordination" service.

We appreciate all of the care, attention, professionalism and service you provided. It truly was done in a spirit of excellence. May God continue to richly bless you in all that you do.

Blessings,  
Pastors  
Dominique Balque & Maggie Bombarda  
Sent via BlackBerry by AT&T



From: Charmaine [mailto:msmaine777@yahoo.com]  
Sent: Monday, May 31, 2010 12:05 PM  
To: Orlando Pereyra  
Cc: Myself; carsonctr@carson.ca.us  
Subject: Letter of Compliment for: Mr. Orlando Pereyra and Carson Community Center Staff - Email found in subject

Greetings!

I am Charmaine Charles and I had the pleasure of being serviced by Banquet Manager, Mr. Orlando Pereyra and staff.

I recently attended a tasting for my friend's (Sherrie Hill) potential wedding reception and I performed at the 100th Anniversary Celebration for Greater Phillips Temple. On both occasions, Mr. Pereyra exhibited the utmost professionalism, genuine hospitality and an extremely pleasant demeanor!

I must pay a well deserved compliment to the coordinator Toni She was most inviting, extremely helpful and very accommodating. I have never had a more enjoyable experience at a simple "TASTING!" The food was FANTASTIC and the awesome D.J. put us in PRE-PARTY MODE!

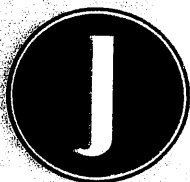
I am planning a potential performance venture based ( hopefully to be done on a quarterly basis) on the exceptional service Mr. Pereyra, Toni and staff displayed at both events.

Again I would like to give the highest compliment for the entire staff of The Carson Community Center.

Please contact me @ ( 310) 327-237 to discuss scheduling a possible date (late summer /early fall) for my function.

Charmaine Charles  
(Actor,Singer, Educator)

"You can't control the winds BUT you CAN ADJUST YOUR SAILS!"  
Maine 2010



**From:** Teresa Aimerito [mailto:terri@aimerito.com]  
**Sent:** Monday, July 20, 2009 7:31 PM  
**To:** Lynn Likens  
**Cc:** KFSocal@AOL.com; Judi Robinson; Carol Cripe; gerrygamble@netscape.net; danmartin@aol.com; Stephen R. Wade  
**Subject:** Saint Joseph High School Event July 18, 2009

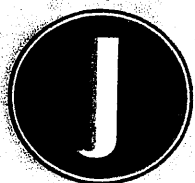
Hi Lynn.

I just had to send this little note of thanks for the wonderful service and truly great personal attention we received from the very beginning of our plan development to the event itself. Helen was a sweet godsend and the staff were the wonderful, competent and friendly folks we have come to take for granted from your company. Please let your chef know that on the day of and after the dinner, many of the *men* came up to ask me what kind of chicken we had eaten because it was so delicious. That is highly unusual I think. Everyone was talking about the quality of the food, how wonderful it was and plentiful.

AND THE DESSERTS!!!!!! Wow, those trays were awesome! Very well received, what a lovely idea. So, here I am daydreaming about how everything turned out perfectly. But it couldn't have been perfect without your capable hand and my trusty band of friends and I truly appreciate you and your company.

Thanks from the Saint Joseph and Saint John Bosco Alumnae Class of 1969.

Terri Aimerito  
Kathy Farmer  
Judy Robinson  
Carol Cripe  
Dan Martin  
Gerry Gamble  
Steve Wade

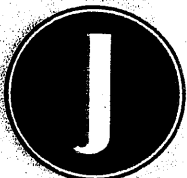


Dear Barbara Breiter,

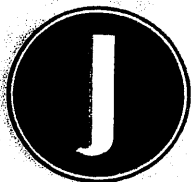
I wanted to let you know how pleased we were with Toni Wiley. She helped me to plan a wonderful event for my son and his new bride. She even came out on the day of the event to make sure everything went smoothly.

Thank You for such great service.

Mrs. AB Mayon



PROFIT AND LOSS STATEMENTS



**MASTROIANNI FAMILY ENTERPRISES, LTD.  
DBA JAY'S CATERING**

FINANCIAL STATEMENTS

DECEMBER 31, 2009



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# WIEGEL, SZEKEL AND FRISBY

CERTIFIED PUBLIC ACCOUNTANTS  
BUSINESS CONSULTANTS

RONALD E. WIEGEL, CPA, CVA  
PAT SZEKEL, CPA  
GABRIEL L. FRISBY, CPA  
SARA E. BISHOFF, CPA  
GREG WALKER, CPA  
YASMINE WAN, CPA

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## MEMBERS

AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
CALIFORNIA SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

FAX (714) 634-9689

E-MAIL: CPA@WSFCPA.COM

PLEASE RESPOND TO OUR ORANGE OFFICE

Board of Directors  
Mastroianni Family Enterprises, Ltd.  
dba Jay's Catering  
Garden Grove, California

We have compiled accompanying balance sheet of Mastroianni Family Enterprises, Ltd. (a California S corporation) as of December 31, 2009, and the related statements of income and retained earnings and cash flows for the year then ended, in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants.

A compilation is limited to presenting in the form of financial statements information that is the representation of management. We have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or any other form of assurance on them.

WIEGEL, SZEKEL AND FRISBY  
AN ACCOUNTANCY CORPORATION



Orange, California  
September 1, 2010

MASTROIANNI FAMILY ENTERPRISES, LTD.

Balance Sheet  
December 31, 2009

ASSETS

CURRENT ASSETS

Cash	\$	937,059	
Accounts receivable, less allowance for doubtful accounts of \$10,000		253,209	
Inventory		144,073	
Prepaid expenses		64,896	
Notes receivable		270,000	
Advances		52,359	
Total Current Assets			\$ 1,721,596

PROPERTY AND EQUIPMENT

Furniture and fixtures		289,660	
Office equipment		185,942	
Machinery and equipment		931,019	
Autos and trucks		1,120,197	
Leasehold improvements		295,558	
		2,822,376	
Less accumulated depreciation		2,273,414	548,962

OTHER ASSETS

Deposits		90,269	
Cash surrender value of life insurance		371,199	
Liquor license		6,779	468,247

TOTAL ASSETS

\$ 2,738,805

LIABILITIES AND STOCKHOLDERS' EQUITY

CURRENT LIABILITIES

Accounts payable	\$	121,809	
Other accrued expenses		406,098	
Customer deposits		234,194	
Current portion of notes payable		64,658	
Income taxes payable		2,534	
Total Current Liabilities			\$ 829,293

LONG-TERM LIABILITIES

Notes payable			81,184
---------------	--	--	--------

STOCKHOLDERS' EQUITY

Common stock - 10,000,000 shares authorized, 5,925,000 issued and outstanding		25,000	
Retained earnings		1,803,328	1,828,328

TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY

\$ 2,738,805

See Accountants' Compilation Report and  
Accompanying Notes to Financial Statements



**MASTROIANNI FAMILY ENTERPRISES, LTD.**

Statement of Income and Retained Earnings

For the Year Ended December 31, 2009

		% of <u>Income</u>
INCOME	\$ 9,000,810	100.0
COST OF SALES	<u>5,599,398</u>	<u>62.2</u>
GROSS PROFIT	3,401,412	37.8
GENERAL AND ADMINISTRATIVE EXPENSES - SCHEDULE 1	<u>3,325,033</u>	<u>36.9</u>
SUBTOTAL	76,379	0.9
OTHER INCOME		
Interest income	\$ 12,281	0.1
Gain on sale of property and equipment	<u>3,100</u>	<u>0.0</u>
Total Other Income	<u>15,381</u>	<u>0.1</u>
NET INCOME BEFORE INCOME TAXES	91,760	1.0
PROVISION FOR INCOME TAXES	<u>2,534</u>	<u>0.0</u>
NET INCOME	89,226	<u>1.0</u>
RETAINED EARNINGS - JANUARY 1, 2009	1,812,102	
LESS DISTRIBUTIONS TO STOCKHOLDERS	<u>98,000</u>	
RETAINED EARNINGS - DECEMBER 31, 2009	<u>\$ 1,803,328</u>	

**MASTROIANNI FAMILY ENTERPRISES, LTD.**

Statement of Cash Flows  
For the Year Ended December 31, 2009

CASH FLOWS FROM OPERATING ACTIVITIES

Net income \$ 89,226

Adjustments to reconcile net income to net cash flows  
from operating activities:

Depreciation \$ 221,602  
Gain on sale of equipment (3,100)

(Increase) decrease in assets:

Accounts receivable 114,425  
Inventory 20,727  
Prepaid expenses 46  
Advances 1,293  
Deposits (740)

Cash surrender value of life insurance (17,434)

Increase (decrease) in liabilities:

Accounts payable (12,107)  
Other accrued expenses (253,856)  
Customer deposits (63,095)  
Income taxes payable (6,214)

Total adjustments 1,547

NET CASH PROVIDED BY OPERATING ACTIVITIES 90,773

CASH FLOWS FROM INVESTING ACTIVITIES

Purchases of equipment (81,480)  
Proceeds from the sale of equipment 3,100

NET CASH USED IN INVESTING ACTIVITIES (78,380)

CASH FLOWS FROM FINANCING ACTIVITIES

Principal payments on notes payable (19,012)  
Stockholder distributions (98,000)

NET CASH USED IN FINANCING ACTIVITIES (117,012)

NET DECREASE IN CASH (104,619)

CASH BALANCE - JANUARY 1, 2009 1,041,678

CASH BALANCE - DECEMBER 31, 2009 \$ 937,059

SUPPLEMENTAL DISCLOSURES

Interest paid during the period \$ 7,102

Income taxes paid during the period \$ 8,760

See Accountants' Compilation Report and  
Accompanying Notes to Financial Statements



MASTROIANNI FAMILY ENTERPRISES, LTD.

Notes to Financial Statements

December 31, 2009

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

**Nature of Operations**

Mastroianni Family Enterprises, Ltd. (the "Company") operates as a caterer in Southern California.

**Use of Estimates**

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

**Accounts Receivable**

Accounts receivable from operations are based on invoiced prices. Normal accounts receivable are due 30 days after the issuance of the invoice. Receivables past due more than 60 days are considered delinquent. Delinquent receivables are written off based on individual credit evaluation and specific circumstances of the customer. Accounts receivable at December 31, 2009 include delinquent accounts totaling \$41,623. The Company provides an allowance for doubtful collections that is based upon a review of outstanding receivables, historical collection information, and existing economic conditions.

**Inventory**

Inventory is stated at the lower of cost or market determined on a first-in, first-out (FIFO) basis.

**Property and Equipment**

Property and equipment are stated at cost. Depreciation is calculated on both the straight-line and declining balance methods. The depreciation methods are designed to amortize the cost of the assets over their estimated useful lives. The useful lives of the assets are as follows:

Furniture and fixtures	5 - 10 years
Office equipment	5 - 10 years
Machinery and equipment	3 - 10 years
Autos and trucks	3 - 7 years
Leasehold improvements	7 - 39 years

Maintenance, repairs, and renewals which neither materially add to the value of the property and equipment, nor appreciably prolong its life, are charged to expense as incurred. Gains or losses on dispositions of property and equipment are included in operations in the year of disposal.

**Income Taxes**

The Company has elected to be treated as an S corporation for income tax purposes. Except for the franchise tax charged by California, no provision is made for federal or state income taxes since all income tax consequences are passed to the stockholders.

**Date of Management Evaluation**

Management has evaluated subsequent events through September 1, 2010, the date on which the financial statements were available to be issued.



MASTROIANNI FAMILY ENTERPRISES, LTD.

Notes to Financial Statements

December 31, 2009

2. CONCENTRATION OF CREDIT RISK

Concentration of Uninsured Cash Balances

The Company maintains its cash in bank deposit accounts which, at times, may exceed federally insured limits. Checking and savings account balances are insured by the Federal Deposit Insurance Corporation for up to \$250,000 per institution. The Company has not experienced any losses in such accounts nor does it believe it is exposed to any such credit risk on cash.

Major Customers

The Company's revenues are typically from customers in California. Accordingly, operations are affected by economic fluctuations in that geographical region.

As of December 31, 2009, receivables from one customer, exceeded 10% of the Company's total receivables. The receivables from this customer totaled \$79,474 or 31% of the total receivable balance at December 31, 2009.

Major Vendors

As of December 31, 2009 payables to one vendor exceeded 10% of the Company's total payables. The payables to this vendor totaled \$81,176 or 67% of the total payable balance at December 31, 2009.

3. RELATED PARTY TRANSACTIONS

The Company has a note receivable totaling \$270,000 from Mastroianni Family Limited Partnership, an entity controlled by four of the stockholders. The note is due on demand.

The Company leases facilities from Mastroianni Family Limited Partnership. The details of the lease are described in Note 7.

Included in Advances on the balance sheet is a \$47,841 receivable from one of the stockholders of the Company.

4. NOTES PAYABLE

Four notes payable - Daimler Chrysler -secured by vehicles-  
total monthly payment of \$2,918, including interest at 5.99% -  
maturing in June 2012

\$ 80,666

Note payable - Honda - secured by vehicle - total monthly  
payment of \$806, including interest at 1.9% - maturing in  
October 2011

17,462

Note payable - Honda - secured by vehicle - total monthly  
payment of \$777, including interest at 1.9% - maturing in  
September 2011

16,008

Sub-total

\$ 114,136



**MASTROIANNI FAMILY ENTERPRISES, LTD.**

Notes to Financial Statements

December 31, 2009

**4. NOTES PAYABLE (CONTINUED)**

Sub-total	\$ 114,136
Note payable - Acura - secured by vehicle - total monthly payment of \$1,280, including interest at 0.9% - maturing in January 2012	<u>31,706</u>
Total notes payable	145,842
Less current maturities	64,658
Total long-term portion	<u>\$ 81,184</u>

The aggregate maturities of notes payable are as follows:

<u>Year Ending December 31,</u>	
2010	\$ 64,658
2011	63,129
2012	<u>18,055</u>
Total	<u>\$ 145,842</u>

**5. LINE OF CREDIT**

The Company's line of credit with Wells Fargo Bank permits indebtedness up to \$500,000. The revolving line of credit expires on October 10, 2010, is secured by substantially all assets, and is guaranteed by some of the Company's stockholders. The interest rate is the bank's prime rate or 5.0%, whichever is greater. At December 31, 2009, the interest rate was 5%.

**6. PENSION PLAN**

The Company has a 401(k) pension plan which provides that eligible employees may defer payment of taxes on a portion of their salary by making contributions to the plan through payroll deductions. The Company makes matching contributions to the plan of 100% of the employee's contribution up to 3% of gross compensation, plus 50% of the employee's contribution up to an additional 2% of gross compensation.

**7. OPERATING LEASES**

The Company leases real property for its operations under a non-cancelable operating lease which expires on October 31, 2013 with two options to renew for an additional five years. Monthly rent charged under the lease is \$30,000.

The Company leases equipment from various vendors on a month-to-month basis.

MASTROIANNI FAMILY ENTERPRISES, LTD.

Notes to Financial Statements

December 31, 2009

7. OPERATING LEASES (CONTINUED)

Future minimum payments due under the operating leases are as follows:

<u>Year Ending December 31,</u>	
2010	\$ 360,000
2011	360,000
2012	360,000
2013	<u>300,000</u>
Total	<u>\$ 1,380,000</u>

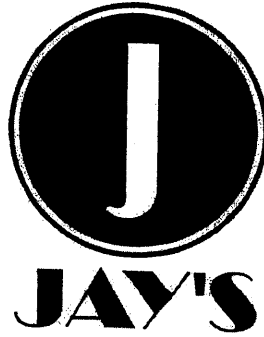
**MASTROIANNI FAMILY ENTERPRISES, LTD.**  
 Schedule of General and Administrative Expenses  
 For the Year Ended December 31, 2009

Schedule 1

GENERAL AND ADMINISTRATIVE EXPENSES		% of <u>Income</u>
Salaries and wages	\$ 1,380,239	15.3
Rent	630,510	7.0
Depreciation	221,602	2.5
Auto and truck expense	138,667	1.5
Bank and merchant charges	138,372	1.5
Insurance	136,528	1.5
Advertising and promotion	123,660	1.4
Utilities	96,438	1.1
Repairs and maintenance	83,068	0.9
Payroll taxes	71,748	0.8
Telephone	48,562	0.5
Office expense	44,911	0.5
Legal and professional	39,961	0.5
Taxes and licenses	39,663	0.4
Employee benefits	35,988	0.4
Pension contributions	33,430	0.4
Computer expense	21,019	0.2
Equipment lease	17,058	0.2
Interest expense	7,102	0.1
Meals and entertainment expense	5,622	0.1
Travel	5,369	0.1
Dues and subscriptions	3,366	0.0
Uniforms	2,150	0.0
	\$ 3,325,033	36.9
<b>TOTAL GENERAL AND ADMINISTRATIVE EXPENSES</b>	<b>\$ 3,325,033</b>	<b>36.9</b>

See Accountants' Compilation Report and  
 Accompanying Notes to Financial Statements





MASTROIANNI FAMILY ENTERPRISES, LTD.

***FINANCIAL STATEMENTS***

December 31, 2008

09/04/10

MASTROIANNI FAMILY ENTERPRISES, LTD

BALANCE SHEET

DECEMBER 31, 2008

ASSETS

CURRENT ASSETS		
CASH IN BANK	\$1,041,678.25	
ACCOUNTS RECEIVABLE	367,634.08	
NOTES RECEIVABLE	270,000.00	
ADVANCES	53,652.57	
INVENTORY	164,800.16	
PREPAID EXPENSES	56,194.14	
	<hr/>	
TOTAL CURRENT ASSETS		1,953,959.20
FIXED ASSETS		
PROPERTY AND EQUIPMENT	2,778,726.58	
LESS: ACCUM. DEPREC.	(2,089,644.00)	
	<hr/>	
TOTAL FIXED ASSETS		689,082.58
OTHER ASSETS		
REFUNDABLE DEPOSITS	89,529.32	
CASH VALUE LIFE INSURANCE	353,765.00	
LIQUOR LICENSE	6,778.60	
	<hr/>	
TOTAL OTHER ASSETS		450,072.92
		<hr/>
TOTAL ASSETS		3,093,114.70
		<hr/> <hr/>

## BALANCE SHEET

DECEMBER 31, 2008

## LIABILITIES AND EQUITY

CURRENT LIABILITIES		
ACCOUNTS PAYABLE	\$133,916.12	
MISCL PAYABLES	168.50	
NOTES PAYABLE - CURRENT	49,940.44	
SALES TAX PAYABLE	89,631.00	
PAYROLL TAX PAYABLE	18,448.13	
WAGES PAYABLE	214,023.55	
OFFICER WAGES PAYABLE	92,024.44	
VACATION PAY PAYABLE	81,465.80	
RENT PAYABLE	27,399.23	
OTHER ACCRUED LIABILITIES	35,528.00	
ACCRUED 401(K) EMPLOYER MATCH	101,265.00	
CUSTOMER DEPOSITS	297,288.96	
TOTAL CURRENT LIABILITIES		<u>1,141,099.17</u>
LONG TERM LIABILITIES		
NOTES PAYABLE	114,913.12	
TOTAL LONG TERM LIABILITIES		<u>114,913.12</u>
TOTAL LIABILITIES		<u>1,256,012.29</u>
EQUITY		
COMMON STOCK	25,000.00	
RETAINED EARNINGS	1,812,102.41	
TOTAL EQUITY		<u>1,837,102.41</u>
TOTAL LIABILITIES AND EQUITY		<u><u>\$3,093,114.70</u></u>

## MASTROIANNI FAMILY ENTERPRISES, LTD

## INCOME STATEMENT

FOR THE PERIOD ENDING DECEMBER 31, 2008

	PERIOD TO DATE		YEAR TO DATE	
	ACTUAL		ACTUAL	
SALES - GARDEN GROVE				
FOOD & BEVERAGE				
ALCOHOLIC BEVERAGE	742,847.47	57.5	6,447,686.86	56.8
RENTALS	19,509.75	1.5	299,143.21	2.6
LINENS	94,291.50	7.3	578,719.47	5.1
SERVICE AND DELIVERY CHARGES	28,512.75	2.2	194,605.31	1.7
LABOR AND GRATUITY	100,981.68	7.8	884,034.39	7.8
SALES - SUBCONTRACT	100,308.03	7.8	744,657.98	6.6
	4,680.10	.4	16,472.35	.1
TOTAL GARDEN GROVE SALES	1,091,131.28	84.5	9,165,319.57	80.7
SALES - CARSON				
FOOD & BEVERAGE	154,937.84	12.0	1,658,987.67	14.6
ALCOHOLIC BEVERAGE	8,573.89	.7	137,539.93	1.2
RENTALS	6,271.50	.5	11,492.75	.1
LINENS	1,254.20	.1	11,173.69	.1
SERVICE AND DELIVERY CHARGES	16,518.46	1.3	267,022.93	2.4
LABOR AND GRATUITY	12,921.00	1.0	106,996.60	.9
			3,023.90	.0
TOTAL CARSON SALES	200,476.89	15.5	2,196,237.47	19.3
TOTAL COMBINED SALES	1,291,608.17	100.0	11,361,557.04	100.0

## INCOME STATEMENT

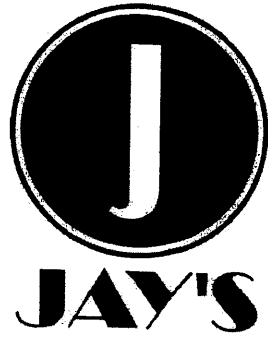
FOR THE PERIOD ENDING DECEMBER 31, 2008

	PERIOD TO DATE		YEAR TO DATE	
	ACTUAL		ACTUAL	
COST OF SALES				
PRODUCT				
FOOD & BEVERAGE	266,523.07	20.6	2,353,235.37	20.7
ALCOHOLIC BEVERAGE	6,184.12	.5	151,057.33	1.3
RENTALS	13,494.40	1.0	67,047.98	.6
LINENS	5,834.29	.5	50,035.77	.4
SUBCONTRACT	10,534.41	.8	111,864.59	1.0
TOTAL PRODUCT	302,570.29	23.4	2,733,241.04	24.1
COMPENSATION				
LABOR				
WAGES, KITCHEN	122,270.67	9.5	1,156,546.96	10.2
WAGES, RENTALS	21,022.76	1.6	255,029.45	2.2
WAGES, LINENS	4,765.54	.4	57,023.66	.5
WAGES, SERVERS	101,730.43	7.9	1,050,170.21	9.2
WAGES, WAREHOUSE	72,928.06	5.6	585,948.28	5.2
WAGES, SALES	49,054.82	3.8	367,929.48	3.2
COMMISSIONS PAID	73,679.60	5.7	639,151.27	5.6
TOTAL COMPENSATION	445,451.88	34.5	4,111,799.31	36.2
BENEFITS				
WORKERS' COMPENSATION	11,132.12	.9	83,485.44	.7
GROUP MEDICAL	16,215.23	1.3	199,425.89	1.8
PAYROLL TAX EXPENSE	34,053.52	2.6	335,631.27	3.0
TOTAL BENEFITS	61,400.87	4.8	618,542.60	5.4
TOTAL COST OF SALES	809,423.04	62.7	7,463,582.95	65.7
GROSS PROFIT	482,185.13	37.3	3,897,974.09	34.3

## INCOME STATEMENT

FOR THE PERIOD ENDING DECEMBER 31, 2008

	PERIOD TO DATE		YEAR TO DATE	
	ACTUAL		ACTUAL	
OPERATING EXPENSE				
ADVERTISING & PROMOTION	9,387.35	.7	143,763.35	1.3
AUTO EXPENSE	11,439.38	.9	196,856.13	1.7
BANK AND MERCHANT CHARGES	19,870.22	1.5	155,714.07	1.4
COMPUTER EXPENSES	3,713.29	.3	18,806.08	.2
DEPRECIATION	17,590.50	1.4	266,119.00	2.3
DUES & MEMBERSHIPS	95.00	.0	2,297.00	.0
EMPLOYEE BENEFITS	925.74	.1	30,609.72	.3
ENTERTAINMENT/MEALS	436.14	.0	11,513.23	.1
EQUIPMENT LEASE	1,411.29	.1	13,001.24	.1
INSURANCE - GROUP MEDICAL	1,490.61	.1	18,099.33	.2
INSURANCE - PROP. & LIABILITY	19,077.24	1.5	121,492.55	1.1
INSURANCE - WORKERS' COMP	670.38	.1	8,935.53	.1
INSURANCE - OFFICERS' LIFE	(11,210.04)	(.9)	(7,317.84)	(.1)
INTEREST EXPENSE	1,366.22	.1	8,453.27	.1
JANITORIAL	1,746.41	.1	24,250.51	.2
OFFICE EXPENSE	1,975.85	.2	50,096.22	.4
PAYROLL TAX EXPENSE	6,608.50	.5	71,322.11	.6
PROFESSIONAL FEES	2,990.79	.2	38,050.43	.3
RENT	57,399.23	4.4	712,856.44	6.3
REPAIRS & MAINTENANCE	5,863.45	.5	82,862.57	.7
TAX & LICENSE	3,545.03	.3	42,864.40	.4
TELEPHONE	4,407.01	.3	50,544.15	.4
TRAVEL			2,395.03	.0
UNIFORMS	(201.35)	.0	10,019.75	.1
UTILITIES	17,092.91	1.3	143,528.23	1.3
WAGES - OFFICERS	129,173.06	10.0	447,064.17	3.9
WAGES - MANAGEMENT	36,613.39	2.8	213,006.28	1.9
WAGES - OFFICE	25,489.83	2.0	292,327.87	2.6
TOTAL OPERATING EXPENSE	368,967.43	28.6	3,169,530.82	27.9
OPERATING INCOME (LOSS)	113,217.70	8.8	728,443.27	6.4
OTHER INCOME AND (EXPENSE)				
INTEREST INCOME	2,981.56	.2	18,291.62	.2
EMPLOYER 401(K) MATCH	(46,265.00)	(3.6)	(101,265.00)	(.9)
OTHER EXPENSE			(45,000.00)	(.4)
TOTAL OTHER INC/(EXP)	(43,283.44)	(3.4)	(127,973.38)	(1.1)
NET INC/(LOSS) BEFORE TAX	69,934.26	5.4	600,469.89	5.3
STATE INCOME TAX	(8,748.00)	(.7)	(8,748.00)	(.1)
NET INC/(LOSS) AFTER TAX	61,186.26	4.7	591,721.89	5.2
BEGINNING RETAINED EARNINGS			1,545,380.52	
LESS: DISTRIBUTIONS	325,000.00		325,000.00	
ENDING RETAINED EARNINGS			1,812,102.41	



MASTROIANNI FAMILY ENTERPRISES, LTD.

***FINANCIAL STATEMENTS***

December 31, 2007

## BALANCE SHEET

DECEMBER 31, 2007

## ASSETS

CURRENT ASSETS		
CASH IN BANK	\$815,303.25	
ACCOUNTS RECEIVABLE	287,579.64	
NOTES RECEIVABLE	225,000.00	
ADVANCES	32,553.32	
INVENTORY	175,413.46	
PREPAID EXPENSES	53,165.34	
	<hr/>	
TOTAL CURRENT ASSETS		1,589,015.01
FIXED ASSETS		
PROPERTY AND EQUIPMENT	2,646,677.33	
LESS: ACCUM. DEPREC.	(1,823,525.00)	
	<hr/>	
TOTAL FIXED ASSETS		823,152.33
OTHER ASSETS		
REFUNDABLE DEPOSITS	87,860.26	
CASH VALUE LIFE INSURANCE	336,095.00	
LIQUOR LICENSE	6,778.60	
	<hr/>	
TOTAL OTHER ASSETS		430,733.86
		<hr/>
TOTAL ASSETS		2,842,901.20
		<hr/> <hr/>

## BALANCE SHEET

DECEMBER 31, 2007

## LIABILITIES AND EQUITY

CURRENT LIABILITIES		
ACCOUNTS PAYABLE	\$167,999.33	
NOTES PAYABLE - CURRENT	32,734.50	
SALES TAX PAYABLE	110,685.00	
PAYROLL TAX PAYABLE	29,697.21	
WAGES PAYABLE	258,678.91	
OFFICER WAGES PAYABLE	99,405.34	
VACATION PAY PAYABLE	71,366.08	
RENT PAYABLE	38,057.54	
OTHER ACCRUED LIABILITIES	86,711.40	
CUSTOMER DEPOSITS	263,455.36	
TOTAL CURRENT LIABILITIES		<u>1,158,790.67</u>
LONG TERM LIABILITIES		
NOTES PAYABLE	113,730.01	
TOTAL LONG TERM LIABILITIES		<u>113,730.01</u>
TOTAL LIABILITIES		<u>1,272,520.68</u>
EQUITY		
COMMON STOCK	25,000.00	
RETAINED EARNINGS	1,545,380.52	
TOTAL EQUITY		<u>1,570,380.52</u>
TOTAL LIABILITIES AND EQUITY		<u><u>\$2,842,901.20</u></u>

## MASTROIANNI FAMILY ENTERPRISES, LTD

## INCOME STATEMENT

FOR THE PERIOD ENDING DECEMBER 31, 2007

	PERIOD TO DATE		YEAR TO DATE	
	ACTUAL		ACTUAL	
SALES - GARDEN GROVE				
FOOD & BEVERAGE	875,725.17	55.9	6,766,024.19	55.8
ALCOHOLIC BEVERAGE	27,908.85	1.8	348,038.46	2.9
RENTALS	94,863.04	6.1	671,271.76	5.5
LINENS	33,775.61	2.2	230,280.52	1.9
SERVICE AND DELIVERY CHARGES	125,829.07	8.0	939,773.84	7.7
LABOR AND GRATUITY	135,446.98	8.6	833,327.21	6.9
SALES - SUBCONTRACT	300.00	.0	15,949.30	.1
TOTAL GARDEN GROVE SALES	1,293,848.72	82.5	9,804,665.28	80.8
SALES - CARSON				
FOOD & BEVERAGE	203,379.16	13.0	1,723,773.07	14.2
ALCOHOLIC BEVERAGE	14,753.22	.9	129,558.84	1.1
RENTALS	7,721.80	.5	11,723.08	.1
LINENS	6,014.45	.4	19,786.95	.2
SERVICE AND DELIVERY CHARGES	27,071.93	1.7	286,731.39	2.4
LABOR AND GRATUITY	14,949.00	1.0	156,154.00	1.3
TOTAL CARSON SALES	273,889.56	17.5	2,327,727.33	19.2
TOTAL COMBINED SALES	1,567,738.28	100.0	12,132,392.61	100.0

## MASTROIANNI FAMILY ENTERPRISES, LTD

## INCOME STATEMENT

FOR THE PERIOD ENDING DECEMBER 31, 2007

	PERIOD TO DATE		YEAR TO DATE	
	ACTUAL		ACTUAL	
COST OF SALES				
PRODUCT				
FOOD & BEVERAGE	323,472.23	20.6	2,420,125.00	19.9
ALCOHOLIC BEVERAGE	19,112.73	1.2	166,127.90	1.4
RENTALS	25,594.73	1.6	105,423.14	.9
LINENS	14,753.00	.9	78,269.80	.6
SUBCONTRACT	12,232.81	.8	122,626.14	1.0
TOTAL PRODUCT	395,165.50	25.2	2,892,571.98	23.8
COMPENSATION				
LABOR				
WAGES, KITCHEN	169,236.98	10.8	1,374,563.57	11.3
WAGES, RENTALS	32,690.87	2.1	269,204.73	2.2
WAGES, LINENS	7,917.41	.5	72,025.48	.6
WAGES, SERVERS	149,871.13	9.6	1,202,982.70	9.9
WAGES, WAREHOUSE	83,330.89	5.3	643,877.15	5.3
WAGES, SALES	33,200.59	2.1	244,069.89	2.0
COMMISSIONS PAID	93,233.40	5.9	690,031.55	5.7
TOTAL COMPENSATION	569,481.27	36.3	4,496,755.07	37.1
BENEFITS				
WORKERS' COMPENSATION	(24,549.88)	(1.6)	115,851.10	1.0
GROUP MEDICAL	(5,921.34)	(.4)	183,018.01	1.5
PAYROLL TAX EXPENSE	52,923.99	3.4	389,513.34	3.2
TOTAL BENEFITS	22,452.77	1.4	688,382.45	5.7
TOTAL COST OF SALES	987,099.54	63.0	8,077,709.50	66.6
GROSS PROFIT	580,638.74	37.0	4,054,683.11	33.4

## INCOME STATEMENT

FOR THE PERIOD ENDING DECEMBER 31, 2007

	PERIOD TO DATE		YEAR TO DATE	
	ACTUAL		ACTUAL	
OPERATING EXPENSE				
ADVERTISING & PROMOTION				
AUTO EXPENSE	19,678.72	1.3	165,835.40	1.4
BANK AND MERCHANT CHARGES	34,772.40	2.2	187,128.45	1.5
COMPUTER EXPENSES	60,991.77	3.9	226,547.99	1.9
DEPRECIATION	1,705.20	.1	24,165.30	.2
DUES & MEMBERSHIPS	33,416.50	2.1	267,400.00	2.2
EMPLOYEE BENEFITS			1,363.00	.0
ENTERTAINMENT/MEALS	4,522.13	.3	19,521.77	.2
EQUIPMENT LEASE	928.82	.1	12,740.33	.1
INSURANCE - GROUP MEDICAL	1,666.28	.1	10,824.74	.1
INSURANCE - PROP. & LIABILITY	1,666.21	.1	20,178.56	.2
INSURANCE - WORKERS' COMP	14,267.89	.9	132,862.11	1.1
INSURANCE - OFFICERS' LIFE	808.38	.1	9,845.60	.1
INTEREST EXPENSE	36,065.91	2.3	71,455.24	.6
JANITORIAL	1,736.79	.1	5,426.17	.0
OFFICE EXPENSE	2,633.75	.2	29,654.76	.2
PAYROLL TAX EXPENSE	6,353.77	.4	59,235.15	.5
PROFESSIONAL FEES	6,392.83	.4	61,782.92	.5
RENT	4,427.60	.3	31,903.18	.3
REPAIRS & MAINTENANCE	68,057.54	4.3	727,248.79	6.0
TAX & LICENSE	15,797.76	1.0	89,984.85	.7
TELEPHONE	4,206.76	.3	32,743.46	.3
TRAVEL	6,530.28	.4	62,335.77	.5
UNIFORMS			17,096.60	.1
UTILITIES	5,422.25	.3	17,178.05	.1
WAGES - OFFICERS	21,612.48	1.4	149,398.93	1.2
WAGES - MANAGEMENT	130,365.84	8.3	446,898.53	3.7
WAGES - OFFICE	38,858.36	2.5	214,968.78	1.8
	23,384.91	1.5	283,459.00	2.3
TOTAL OPERATING EXPENSE	546,271.13	34.8	3,379,183.43	27.9
OPERATING INCOME (LOSS)	34,367.61	2.2	675,499.68	5.6
OTHER INCOME AND (EXPENSE)				
INTEREST INCOME	4,720.74	.3	22,122.23	.2
TOTAL OTHER INC/(EXP)	4,720.74	.3	22,122.23	.2
NET INC/(LOSS) BEFORE TAX	39,088.35	2.5	697,621.91	5.8
STATE INCOME TAX	(12,808.00)	(.8)	(12,808.00)	(.1)
NET INC/(LOSS) AFTER TAX	26,280.35	1.7	684,813.91	5.6
BEGINNING RETAINED EARNINGS			1,411,312.61	
LESS: DISTRIBUTIONS	247,300.00		550,746.00	
ENDING RETAINED EARNINGS			1,545,380.52	

Jay's embodies the structure of a corporation with the heart of a family owned business.

As a Women-Owned Small Business, Jay's has grown into the catering provider of choice for Southern California. Since its inception in 1968, Jay's has grown steadily into a multi-faceted full service catering and event planning company. In the third generation of the family owned and operated business, Jay's is poised for continued success.

Our President, Eleanor Mastroianni, is one of the founding members of our Company while her daughter, Linda Loeza has been the CEO of the Company for over fifteen years leading day to day operations lending to the overall success of the business. Recently, her son Michael Ring, was named COO, and is responsible for streamlining business processes and similar day to day business tasks.

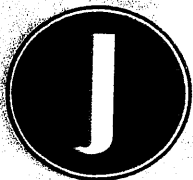
During the last fifteen years Linda's vision of creating a corporate environment has taken shape with the addition of:

**COO, Michael Ring**  
**CFO, Barbara Breiter**  
**Operations Manager, Uriel Loeza**  
**Business Development, Cindy VanZandt**  
**Director of Marketing, Mary Lallande**  
**Party Rentals Division, Managed by Claudio Loyola**  
**Event Staffing Manager, Patty Tres**  
**Human Resource Director, Kathy Estebo**

We have grown into a major player in the catering industry. Although we have the needed structure of a corporation we also have the heart of a family owned business that understands people and their needs.

Educating staff on current sales techniques and catering trends, also with tracking cutting edge cuisine and décor styles has enabled us to accomplish our vision. Jay's has also implemented a state of the art software, "Caterease", to help keep up with the growing business and to assist us in monitoring sales trends. Tracking these trends has helped us in developing a growth plan for our company. Jay's was selected by Catersource to present a seminar on "Operational Solutions for Caterers" at the 2010 Catersource Convention in Las Vegas hosting over 5,000 attendees. Our Standard Operating Procedures, Policies and Guidelines were shared with Caterers who attended from all over the United States and Canada.  
**(Please reference enclosed Operational DVD)**

Jay's has received recognition in the Carson Community from a number of sources for our commitment and involvement in the Community.



We received a Certificate of Recognition from the California Legislature Assembly for our Outstanding Contribution to the City of Carson in 2008.

Also in 2008, The Carson Economic Development Commission recognized Jay's Catering for our positive contributions to the Carson Community and our Commitment to serving the people of Carson.

In February 2009, Jay and Eleanor were awarded "Citizens of the Year" by the City of Garden Grove for their continued contributions to the City and local non-profit organizations. This recognition earned them the Cypress College Americana Award given to individuals for their life-time achievements in the business environment.

In March, 2010, Jay and Eleanor Mastroianni received a Lifetime Achievement Award from CATERSOURCE during opening ceremonies at the 2010 Catersource Conference and Trade Show. They were recognized for their 50 plus years of INNOVATION within the Catering Industry.

#### **Jay's Today: Orange County's Best Caterer:**

We pride ourselves on our service, quality and reliability and these qualities have enabled us to earn, for the 9th time, the honor of Orange County's Best Caterer in 2010. Our reputation in Orange County has led us to be a preferred caterer for many clients in the Los Angeles, San Bernardino and Riverside Counties. Jay's has also been voted the Winner of the 2010 Best Caterer in Orange County by, "My Fox LA's Hot List".

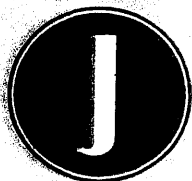
Jay's has extensive experience with exclusive venue contracts. Following is a list of venues that Jay's is contracted with:

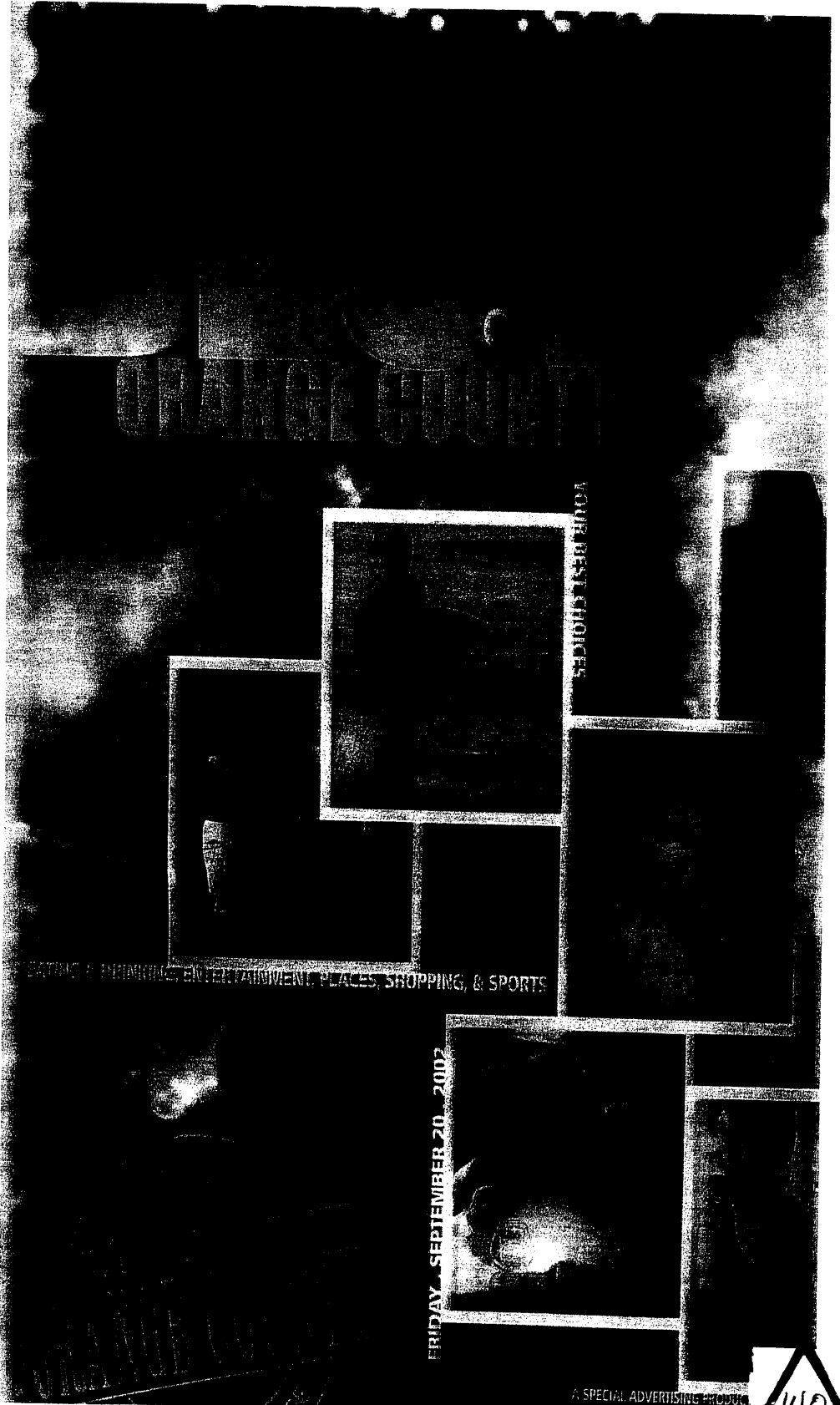
#### **Exclusive Caterer**

The Congresswoman, Juanita Millender-McDonald Community Center (26 years)  
 Ebell Club of Long Beach (6 years)  
 ERC-Sempra Energy Company Energy Resource Center (5 years)  
 Bella Collina (1 year)  
 Forester Mansion (1 year)  
 Earl B. Miller Japanese Garden at CSULB  
 CSULB Forty-Niners' Shops Onsite Campus Caterer

#### **Preferred Exclusive (One of only a few caterers contracted)**

Saddleback Community Church/Purpose Driven  
 Pacific Edge Villa  
 Casa Romantica  
 McCharles House  
 Vibiano  
 Dana Point Yacht Club





CALIFORNIA LEGISLATURE

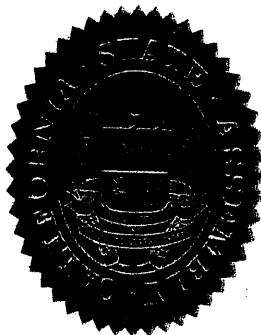
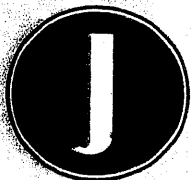
# Assembly

CERTIFICATE OF RECOGNITION

## Jay's Catering

For Your Outstanding Contribution  
to the City of Carson

Presented June 11, 2008

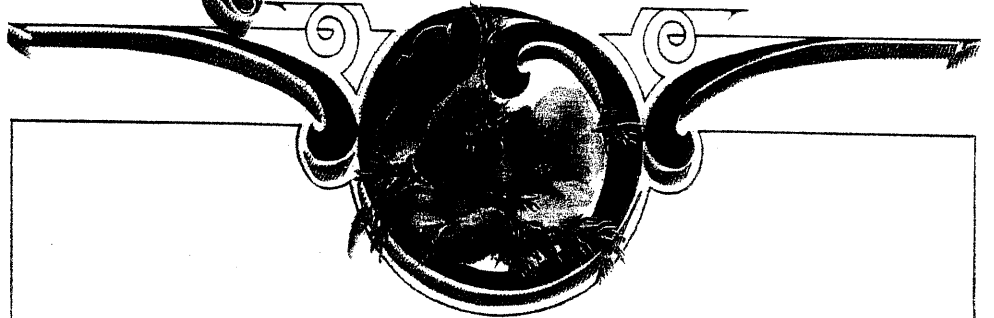


Warren T. Furutani, Assemblymember  
55<sup>th</sup> State Assembly District



CALIFORNIA STATE SENATE

# certificate of RECOGNITION



*Presented to*

*Jay's Catering*

*Honored at the*

*19<sup>th</sup> Annual Business Awards*

*By the*

*City of Carson*

*And the*

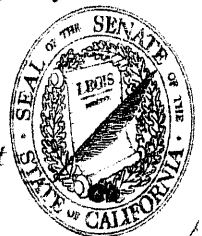
*Carson Economic Development Commission*

*Thank you for your positive contributions to our community and for  
your commitment to serving the people of Carson!*

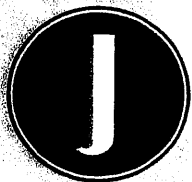
JENNY OROPEZA

Senator, 28<sup>th</sup> District

June 11, 2008



*Jenny Oropeza*  
SENATOR



We pride ourselves on our service, quality and reliability in special events productions. Jay's is capable of producing any size event and has provided extensive catering and rental services for The Long Beach Toyota Grand Prix, Northern Trust L.A. Open, Saddleback Church and Conference Center, We Give Thanks at the Honda Center, Law Enforcement Day at Anaheim Stadium, Delta Dental, Central Pet, Alcoa Fastening Systems, VSP (Vision Service Planning), USC and UCLA to name just a few.

Jay's has become a major resource in the event of natural disasters. We are currently the caterer for the Emergency Meal Preparations for SCE throughout the Southern California area including the set-up and operation of mobile kitchens on-site at Command Post areas. We sent a team of our employees to Louisiana for several weeks, to set-up and operate a mobile kitchen that provided meals for the homeless and emergency personnel during the Katrina crisis.

Our team of experienced professionals has been educated and trained in specialized event planning. They are ready to assist, design and plan events of any size.

We are confident in our continued success at the Carson Community Center based on our experience in being the exclusive caterer for the past 26 years. This has enabled us to perfect an operational blueprint for successful events. Having a modern off site kitchen has proved to be a vital/necessary component in the successful partnership we have created with the Carson Community Center. Our proven methodology in preparing, providing and transporting cuisine has led to our catering achievements.

Jay's maintains a 35,000 square foot facility, which includes a state of the art kitchen, rental/linen warehouse and show room. Over two hundred full and part time employees are employed. All our drivers, managers and supervisors carry a phone/radio for constant communications. Our vehicle fleet consists of over 33 vans and trucks. Jay's offers 40 colors of linens and has over 1,000 different types of rentals with 68,000 rental items available in our warehouse.

**Jay's staff includes:**

- 13 Full-time Event Specialists
- 3 Sales Support Staff
- 2 Marketing Executives
- 3 Accounting Personnel
- 1 Event Designer
- 12 Rental Staff
- 50 Kitchen Staff
- 50 Warehouse Staff
- 3 Linen Employees
- 2 Cake Decorators
- 100-300 Servers depending on the season



## STATEMENT OF QUALIFICATIONS 5.8

A key factor in the success of Jay's Catering is Chef Abdul Eldeib, our Executive Chef. Chef Abdul has been with Jay's for over 21 years and has amassed the following degrees:

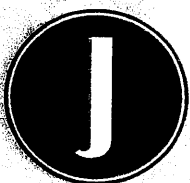
Culinary Degree (Culinary Arts Institute in Concord, France)  
BS Degree Chemistry (University of Cairo)  
Restaurant Management Degree (UCLA)  
Food Science Degree (UCLA)  
Wine Certificate (Mondavi Wineries)

Chef Abdul has owned and operated his own restaurant in New York City and served as the Executive Chef at Westin Century Plaza Hotel, LA and Westin South Coast Plaza Hotel, Costa Mesa, CA. He has attended a special class for Executive Chef's on Asian Cuisine at the Culinary Institute of America's campus in Napa CA. His commitment to strict quality control has led to a standard of excellence in our food preparation.

Our company has seen tremendous sales growth over the last twenty five years. Even with the current economic climate, our financial strength has remained solid. Because of this financial integrity, Jay's was able to offer the City Council an 18 month extension of the current contract while holding prices to the 2007 level. This enabled the City to continue offering the Carson Community Center to its residents for their events at rates that were economically feasible.

The following pages reference invoices for Same Day Events that took place at the Carson Center on August 21, 2010. In addition to these events, Jay's also catered nine other Staffed Events, six drop-off delivery orders, and seven pick-up orders with a combined guest count of over 1,300 people served from our Garden Grove facility.

**To view our operation "live" please reference the enclosed Operational DVD.**



SAME DAY EVENTS

Invoice



Client/Organization Johnson, Mary	Event Date 8/21/2010 (Sat)	Telephone (310) 638-3323	Fax ( ) -	Event # E123956
Address 19103 Hillford Ave		Booking Contact Mary Johnson	Site Contact Mary Johnson	Guests 100 (Act)

Staffed Event - Saturday, August 21 - 6:00 pm

100	BBQ Chicken Carson (50 +) @ 16.95	1,695.00
100	Punch Buffet Service Carson @ 1.00	100.00
1	Decaf Coffee (Airtop 10 cups) @ 15.00	15.00
1	Regular Coffee (Airtop 10 cups) @ 15.00	15.00
100	Champagne Toast @ 2.00	200.00
1	Ivory 6' Linen Table Drape @ 15.75	15.75
2	Ivory 8' Linen Table Drape @ 17.00	34.00

Cake - Saturday, August 21 - 4:00 pm

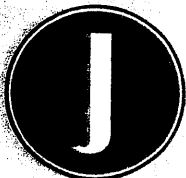
100	Wedding Cake (Minimum 75) @ 3.50	350.00
100	Red Velvet Cake @ 0.25	25.00
100	Cream Cheese Filling @ 0.25	25.00

	Food	Beverage	Liquor	Equipment	Labor	Room	Other	Total
Subtotal	2,095.00	130.00	200.00	0.00	0.00	49.75	0.00	2,474.75
Service Charge	398.05	24.70	38.00	0.00	0.00	0.00	0.00	460.75
Taxes	243.07	15.08	23.21	0.00	0.00	4.85	0.00	286.21
Total	2,736.12	169.78	261.21	0.00	0.00	54.60	0.00	3,221.71

Paid	3,221.71
Balance	0.00

Payments Made

Payment	Date	Method
700.00	5/3/2010	21-CA-CC
2,741.21	8/18/2010	21-CA-CC
-219.50	9/1/2010	8- Over & Short



SAME DAY EVENTS

Invoice



Client/Organization Leap of Faith Comm Baptist Church	Event Date 8/21/2010 (Sat)	Telephone (310) 516-0466	Fax ( ) -	Event # E128091
Address 3502 Imperial Hwy		Booking Contact Cynthia Bozeman	Site Contact Cynthia Bozeman	Guests 65 (Act)

65 Full Service Non Profit Menu Carson (50-75) @ 17.50 1,137.50

	Food	Beverage	Liquor	Equipment	Labor	Room	Other	Total
Subtotal	1,137.50	0.00	0.00	0.00	0.00	0.00	0.00	1,137.50
Service Charge	216.13	0.00	0.00	0.00	0.00	0.00	0.00	216.13
Taxes	131.98	0.00	0.00	0.00	0.00	0.00	0.00	131.98
<b>Total</b>	<b>1,485.61</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1,485.61</b>

Paid	1,485.61
Balance	0.00

Payments Made

Payment	Date	Method
400.00	7/21/2010	4- CA Cash/Check
600.00	8/11/2010	4- CA Cash/Check
666.70	8/18/2010	4- CA Cash/Check
-181.09	9/1/2010	8- Over & Short



SAME DAY EVENTS

Invoice



Client/Organization Brewer, Cherie	Event Date 8/21/2010 (Sat)	Telephone (909) 331-7811	Fax ( ) -	Event # E129329
Address 1730 E Helmick street		Booking Contact Jackie Fowler	Site Contact Cherie Brewer	Guests 204 (Act)

Staffed Event - Saturday, August 21 - 6:00 pm

204	Chicken Pignoli Carson (100 +) @ 17.95	3,661.80
100	Garlic & Herb Roasted Tri Tip @ 6.00	600.00
204	Punch Buffet Service Carson @ 1.00	204.00
2	Sweet Treats (Tray of 25) @ 35.00	70.00
50	Champagne Raspberry Dessert Shots @ 2.25	112.50
50	Chocolate Ganache Dessert Shots @ 2.25	112.50
50	Tiramisu Dessert Shots @ 2.25	112.50
50	Passion Fruit & Mango Dessert Shots @ 2.25	112.50
204	Champagne Toast @ 2.00	408.00
1	No Host Bar Service Option One @ 200.00	200.00

Cake - Saturday, August 21 - 4:00 pm

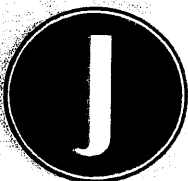
1	8" Round Decorated Cake (Serves 10-12) @ 22.00	22.00
1	10" Round Decorated Cake (Serves 24-30) @ 42.00	42.00
1	12" Round Decorated Cake (Serves 35-45) @ 62.00	62.00

	Food	Beverage	Liquor	Equipment	Labor	Room	Other	Total
Subtotal	4,907.80	204.00	608.00	0.00	0.00	0.00	0.00	5,719.80
Service Charge	932.48	38.76	115.52	0.00	0.00	0.00	0.00	1,086.76
Taxes	569.43	23.67	70.54	0.00	0.00	0.00	0.00	663.64
<b>Total</b>	<b>6,409.71</b>	<b>266.43</b>	<b>794.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>7,470.20</b>

Paid	7,470.20
Balance	0.00

Payments Made

Payment	Date	Method
600.00	7/28/2010	21- CA-CC
3,000.00	8/13/2010	21- CA-CC
13.61	8/18/2010	21- CA-CC
3,925.84	8/18/2010	+ CA Cash/Check
260.00	8/18/2010	+ CA Cash/Check
-329.25	9/1/2010	8- Over & Short



SAME DAY EVENTS

Invoice



Client/Organization Ladies Aux For Christian Education	Event Date 8/21/2010 (Sat)	Telephone (323) 581-6580	Fax ( ) -	Event # E123016
Address 1240 E 77th place		Booking Contact Eiese Rhodes	Site Contact Eiese Rhodes	Guests 125 (Act)

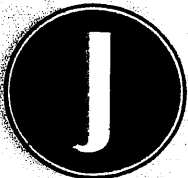
125 Full Service Non Profit Menu Carson (76-199) @ 15.50 1,937.50

	Food	Beverage	Liquor	Equipment	Labor	Room	Other	Total
Subtotal	1,937.50	0.00	0.00	0.00	0.00	0.00	0.00	1,937.50
Service Charge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Taxes	188.91	0.00	0.00	0.00	0.00	0.00	0.00	188.91
<b>Total</b>	<b>2,126.41</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2,126.41</b>

Paid	2,126.41
Balance	0.00

Payments Made

Payment	Date	Method
500.00	2/9/2010	4- CA Cash/Check
1,900.79	8/18/2010	4- CA Cash/Check
-274.38	8/25/2010	5- MA



SAME DAY EVENTS



Invoice

Client/Organization Gillian, Felista	Event Date 8/21/2010 (Sat)	Telephone (562) 219-8759	Fax ( ) -	Event # E131383
Address 20314 Kaiser Circle		Booking Contact Felisis Gillian	Site Contact Felisis Gillian	Guests 125 (Act)

Staffed Event - Saturday, August 21 - 7:00 pm

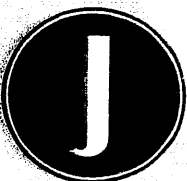
50	Deep Dish Lasagna Carson (50+) @ 12.00	600.00
1	No Host Bar Service Option One @ 200.00	200.00
75	Hot and Cold Assortment Carson (25+) @ 12.00	900.00
75	Punch Buffet Service @ 0.75	56.25
100	Cake Cutting Fee - Carson @ 1.50	150.00

	Food	Beverage	Liquor	Equipment	Labor	Room	Other	Total
Subtotal	1,650.00	56.25	200.00	0.00	0.00	0.00	0.00	1,906.25
Service Charge	313.50	10.69	38.00	0.00	0.00	0.00	0.00	362.19
Taxes	191.44	6.53	23.21	0.00	0.00	0.00	0.00	221.18
<b>Total</b>	<b>2,154.94</b>	<b>73.47</b>	<b>261.21</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2,489.62</b>

Paid	2,489.62
Balance	0.00

**Payments Made**

Payment	Date	Method
1,000.00	8/13/2010	4- CA Cash/Check
1,489.62	8/20/2010	4- CA Cash/Check



SAME DAY EVENTS

Invoice



Client/Organization Sarabia, Patricia	Event Date 8/21/2010 (Sat)	Telephone (310) 635-1193	Fax ( ) -	Event # E129387
Address 23249 1/2 Maribel Ave		Booking Contact Patricia Sarabia	Site Contact Patricia Sarabia	Guests 300 (Act)

Staffed Event - Saturday, August 21 - 6:00 pm

250	Southwest Chicken Carson (100 +) @ 17.95	4,487.50
6	Fruit Tray (16" Serves 15-20) @ 55.00	330.00
50	Children's Menu Carson @ 8.50	425.00
300	Lemonade Buffet Service Carson @ 1.00	300.00
1	Regular Coffee 10 Gallons @ 132.00	132.00
300	Cider Toast @ 2.00	600.00
1	No Host Bar Service Option One @ 200.00	200.00
2	Ivory 6' Linen Table Drape @ 15.75	31.50

Cake - Saturday, August 21 - 4:00 pm

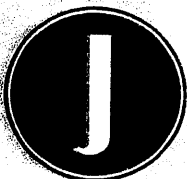
300	Wedding Cake (Minimum 75) @ 3.50	1,050.00
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	Food	Beverage	Liquor	Equipment	Labor	Room	Other	Total
Subtotal	6,292.50	1,032.00	200.00	0.00	0.00	31.50	0.00	7,556.00
Service Charge	1,195.58	196.08	38.00	0.00	0.00	0.00	0.00	1,429.66
Taxes	730.09	119.74	23.21	0.00	0.00	3.07	0.00	876.11
<b>Total</b>	<b>8,218.17</b>	<b>1,347.82</b>	<b>261.21</b>	<b>0.00</b>	<b>0.00</b>	<b>34.57</b>	<b>0.00</b>	<b>9,861.77</b>

Paid	9,861.77
Balance	0.00

**Payments Made**

Payment	Date	Method
5,000.00	8/6/2010	4- CA Cash/Check
5,300.77	8/18/2010	4- CA Cash/Check
-439.00	9/1/2010	8- Over & Short



STATEMENT OF QUALIFICATIONS 5.8

LICENSES

CITY OF GARDEN GROVE  
BUSINESS TAX CERTIFICATE

THE PERSON, OR BUSINESS ENTITY NAMED BELOW IS GRANTED THIS BUSINESS TAX CERTIFICATE PURSUANT TO THE PROVISIONS OF THE CITY BUSINESS TAX ORDINANCE TO ENGAGE IN, CARRY ON, OR CONDUCT THE BUSINESS, TRADE, CALLING, PROFESSION, EXHIBITION, OR OCCUPATION DESCRIBED BELOW. ISSUANCE OF THIS CERTIFICATE IS NOT AN ENDORSEMENT NOR CERTIFICATION OF COMPLIANCE WITH OTHER ORDINANCES OR LAWS INCLUDING LAND USE OR ZONING LAWS. THIS CERTIFICATE IS ISSUED WITHOUT VERIFICATION THAT THE APPLICANT IS SUBJECT TO OR EXEMPT FROM LICENSING BY THE STATE OF CALIFORNIA.

TYPE OF BUSINESS: CATERING SERVICE  
 BUSINESS ADDRESS: 10581 GARDEN GROVE BLVD GARDEN GROVE, CA 92843  
 BUSINESS NAME: JAYS CATERING, INC/MASTROIANNI FAMILY ENTERP LTD  
 MAILING ADDRESS: 10581 GARDEN GROVE BLVD GARDEN GROVE, CA 92843  
 BUSINESS OWNER: MASTROIANNI, JAY PRES

CERTIFICATE NO: 100658  
 VALIDATION DATE: 02/12/10  
 EXPIRATION DATE: 01/31/11

BUSINESS TAX CERTIFICATE

CITY OF CARSON

The person, firm, or corporation below named has paid to the City of Carson the required tax and is hereby granted license to engage in, carry on, or conduct, in the City of Carson, California the business, calling, vocation, profession, trade, occupation, exhibition, show, or enterprise described below at the location shown and the period indicated.

BUSINESS CLASS NO: 090  
 DESCRIPTION: CATERERS

BUSINESS NAME: Jays Catering  
 BUSINESS LOCATION: 801 E Carson St Carson, CA 90745  
 BUSINESS OWNER: Mastroianni Family Enterprises Ltd.

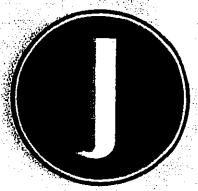
JAYS CATERING  
 10581 GARDEN GROVE BLVD  
 GARDEN GROVE, CA 92843

Business License Number: 22707A  
 Effective Date: September 01, 2010  
 Expiration Date: August 31, 2011

*[Signature]*  
 Administrative Services General Manager

TO BE POSTED IN A CONSPICUOUS PLACE

NOT TRANSFERABLE



LICENSES

THIS HEALTH PERMIT MUST BE CONSPICUOUSLY DISPLAYED ON THE PREMISES

75PR00P (REV 5/01) COUNTY OF LOS ANGELES 07500

**PUBLIC HEALTH OPERATING PERMIT** **REVOCABLE**  
See Reverse Side

Issued to:

X **MASTROIANNI FAMILY ENTERP**  
**JAYS CATERING**  
**801 E CARSON ST**  
**CARSON, CA 90745**

3670  
406011

EXPIRATION DATE  
JUN 30, 2011

ISSUE DATE  
AUG 13, 2010

41

**RESTAURANT (401+ SEATS)**

LOCATION OF BUSINESS BEING LICENSED  
801 E CARSON ST CA 00000

COUNTY OF LOS ANGELES  
By

*Mark J. Salarno*  
MARK J. SALARNO  
COUNTY TAX COLLECTOR

*Wesley L. Watanabe*  
WESLEY L. WATANABE  
COUNTY AUDITOR

THIS PERMIT IS NOT TRANSFERABLE, ASSIGNABLE, OR CHANGE IN OWNERSHIP OR LOCATION

THIS PERMIT MUST BE POSTED IN A CONSPICUOUS LOCATION

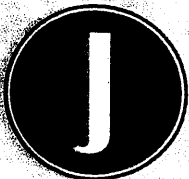
Permits to operate are NOT TRANSFERABLE. This permit is valid for the listed owner, location, and type of business only. This permit becomes VOID if there is a change in ownership, location, or business type. A new permit is required for any health permit.

**ORANGE COUNTY HEALTH CARE AGENCY**  
ENVIRONMENTAL HEALTH  
1241 EAST DYER RD, SUITE 200, SANTA ANA, CA 92705-8611

Type of Business: CATERING-6900-ISO PERMIT  
Owner: MASTROIANNI FAMILY ENTERP  
Name of Business: JAYS CATERING  
Location: 10881 GARDEN GROVE BLVD  
GARDEN GROVE, CA 92643

Record ID: PR0001668

**EXPIRES OCTOBER 2011**  
Permits are valid until the first day of the month listed above



LICENSES

STATE OF CALIFORNIA  
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL  
**ALCOHOLIC BEVERAGE LICENSE**

CATERER PERMIT

**VALID FROM**

MAR 01, 2010

MASTROIANNI FAMILY ENTERPRISES LTD  
30581 GARDEN GROVE BLVD  
GARDEN GROVE, CA 92843

**EXPIRES**

FEB 28, 2011

**TYPE NUMBER DUP**

58-151232

1977-23

AREA CODE

RENEWAL

**BUSINESS ADDRESS**  
(IF DIFFERENT)

DBA JAYS CATERING  
301 E CARSON ST  
CARSON, CA 90745

**OWNERS**

MASTROIANNI FAMILY ENTERPRISES LTD

CONDITIONS

A



**IMPORTANT INFORMATION**

**EFFECTIVE PERIOD** This license is effective only for the operating period shown above. A new license will be sent to you within 30 days of the expiration date on your license if payment is timely.

**POSTING** Cover this license with glass or other transparent material and post it on premises in a conspicuous place.

**RENEWAL NOTICES** Renewal notices are sent to premises address unless a specific mailing address is requested. If a notice is not received 30 days before expiration date shown above, contact the nearest ABC office. To assure receipt of notices, advise your local ABC office of any change in address.

**RENEWAL DATES** It is the licensee's responsibility to pay the required renewal fee by the expiration date shown above. A penalty is charged for late renewal and the license can be automatically revoked for failure to pay.

**SEASONAL LICENSES** It is the licensee's responsibility to pay the required renewal fee prior to the next operating period.

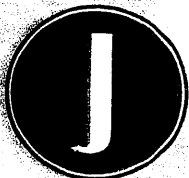
**CONDITIONS** A copy of all applicable conditions must be kept on premises.

**LICENSEE NAME** Only 10 names will be printed on each license. If there are more names associated with the license, they will be indicated by "ET AL". All names are on file and available upon request from your local ABC office.

**DBA** If you change your business name please notify your local ABC office.

If you have any questions regarding this license, contact your local ABC office.

**NOTE: CONTACT YOUR LOCAL ABC OFFICE IF YOUR LICENSED PREMISES WILL BE TEMPORARILY CLOSED FOR MORE THAN 15 DAYS OR WILL BE PERMANENTLY CLOSED.**



LICENSES

STATE OF CALIFORNIA  
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL  
**ALCOHOLIC BEVERAGE LICENSE**

ON-SALE GENERAL BOTTLING PLACE

**VALID FROM**

MAR 01 2010

MASTROIANNI FAMILY ENTERPRISES LTD  
20561 GARDEN GROVE BLVD  
GARDEN GROVE, CA 92643

**EXPIRES**

FEB 28 2011

**TYPE NUMBER DUP**

407-401232

1977-23

WABA CODE

RENEWAL

**BUSINESS ADDRESS**  
(If different)

JAY'S CATERING  
BOYME GARDEN BLVD  
GARDEN GROVE, CA 92643

**OWNERS**

MASTROIANNI FAMILY ENTERPRISES LTD

CONDITIONS

A



**THE MASTROIANNI FAMILY ENTERPRISES LTD**

**EFFECTIVE PERIOD:** This license is effective only for the operating period shown above. A new license will be sent to you within 30 days of the expiration date on your license if payment is timely.

**POSTING:** Cover this license with glass or other transparent material and post it on premises in a conspicuous place.

**RENEWAL NOTICES:** Renewal notices are sent to the street address unless a separate mailing address is requested. If a notice is not received 30 days before expiration date shown above, contact the nearest ABC office. To assure receipt of notices, advise your local ABC office of any change in address.

**RENEWAL DATES:** All licensees are responsible to pay the required renewal fee by the expiration date shown above. A penalty is assessed for late renewal and the license can be automatically renewed for a 90-day storage period.

**SEASONAL LICENSES:** It is the licensee's responsibility to pay the required renewal fee prior to the next operating period.

**CONDITIONS:** A copy of all applicable conditions must be kept on premises.

**LICENSEE NAME:** Only 10 names will be printed on each license. If there are more names associated with the license, they will be indicated by "ET AL." All names are on file and available upon request from your local ABC office.

**DBA:** If you change your business name, please notify your local ABC office.

If you have any questions regarding this license, contact your local ABC office.

**NOTE: CONTACT YOUR LOCAL ABC OFFICE IF YOUR LICENSED PREMISES WILL BE TEMPORARILY CLOSED FOR MORE THAN 15 DAYS OR WILL BE PERMANENTLY CLOSED.**



LICENSES

STATE OF CALIFORNIA  
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL  
**ALCOHOLIC BEVERAGE LICENSE**  
OFF-SALE BEER AND WINE

VALID FROM

MAY 01, 2010

MASTROIANNI FAMILY ENTERPRISES LTD  
DBA: JAYS CATERING  
10581 GARDEN GROVE BLVD  
GARDEN GROVE, CA 92843

EXPIRES

APR 30, 2011

TYPE NUMBER DUP

20-208934 -

3009-11

AREA CODE

RENEWAL

BUSINESS ADDRESS  
(IF DIFFERENT)

OWNERS

MASTROIANNI FAMILY ENTERPRISES LTD

CONDITIONS



IMPORTANT INFORMATION

**EFFECTIVE PERIOD** This license is effective only for the operating period shown above. A new license will be sent to you within 30 days of the expiration date on your license if payment is timely.

**POSTING** Cover this license with glass or other transparent material and post it on premises in a conspicuous place.

**RENEWAL NOTICES** Renewal notices are sent to premises address unless a specific mailing address is requested. If a notice is not received 30 days before expiration date shown above, contact the nearest ABC office. To assure receipt of notices, advise your local ABC office of any change in address.

**RENEWAL DATES** It is the licensee's responsibility to pay the required renewal fee by the expiration date shown above. A penalty is charged for late renewal and the license can be automatically revoked for failure to pay.

**SEASONAL LICENSES** It is the licensee's responsibility to pay the required renewal fee prior to the next operating period.

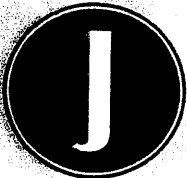
**CONDITIONS** A copy of all applicable conditions must be kept on premises.

**LICENSEE NAME** Only 10 names will be printed on each license. If there are more names associated with the license, they will be indicated by "ET AL". All names are on file and available upon request from your local ABC office.

**DBA** If you change your business name please notify your local ABC office.


If you have any questions regarding this license, contact your local ABC office.

**NOTE: CONTACT YOUR LOCAL ABC OFFICE IF YOUR LICENSED PREMISES WILL BE TEMPORARILY CLOSED FOR MORE THAN 15 DAYS OR WILL BE PERMANENTLY CLOSED.**



## LICENSES

DISPLAY CONSPICUOUSLY AT PLACE OF BUSINESS FOR WHICH ISSUED

CALIFORNIA STATE BOARD OF EQUALIZATION		
<b>CONSOLIDATED SELLER'S PERMIT</b>		
<b>THIS PERMIT DOES NOT AUTHORIZE RETAIL SALES</b>		
CONSOLIDATED ACCOUNT NUMBER		
1/1/1978	SR Y EA	24-708685
MASTROIANNI FAMILY ENTRPRS. LTD 10581 GARDEN GROVE BLVD GARDEN GROVE, CA 92843-1128		
<p>IS HEREBY AUTHORIZED PURSUANT TO RULES AND REGULATIONS OF THE BOARD TO FILE CONSOLIDATED SALES AND USE TAX RETURNS UNDER THE ABOVE CONSOLIDATED ACCOUNT NUMBER</p> <p>THIS PERMIT IS VALID UNTIL REVOKED OR CANCELED AND IS NOT TRANSFERABLE. IF YOU SELL YOUR BUSINESS OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES OWED BY THE NEW OPERATOR OF THE BUSINESS.</p> <p><b>For general tax questions, please call our Information Center at 800-400-7115. For information on your rights, contact the Taxpayers' Rights Advocate Office at 888-324-2798 or 916-324-2798.</b></p> <p>BOE-442-M REV. 12 (2-06)</p>		
<p><b>NOTICE TO PERMITTEE:</b> You are required to obey all Federal and State laws that regulate or control your business. This permit does not allow you to do otherwise.</p>		

## A MESSAGE TO OUR NEW PERMIT HOLDER

As the holder of a Consolidated Seller's Permit, each of your selling locations will receive a Seller's Permit authorizing sales of tangible personal property at that location.

As a seller, you have rights and responsibilities under the Sales and Use Tax Law. In order to assist you in your endeavor and to better understand the law, we offer the following sources of help:

- Visiting our website at [www.boe.ca.gov](http://www.boe.ca.gov)
- Visiting a district office
- Attending a Basic Sales and Use Tax Law class offered at one of our district offices
- Sending your questions in writing to any one of our offices
- Calling our toll-free Information Center at 800-400-7115

As a seller, you have the right to issue resale certificates for merchandise that you intend to resell. Conversely, you have the responsibility of not misusing resale certificates. While the sales tax is imposed upon the retailer,

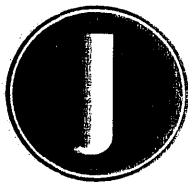
- You have the right to seek reimbursement of the tax from your customer
- You are responsible for filing and paying your sales and use tax returns timely
- You have the right to be treated in a fair and equitable manner by the employees of the Board
- You are responsible for following the regulations set forth by the Board

As a seller, you are expected to maintain the normal books and records of a prudent businessperson. You are required to maintain these books and records for no less than four years, and make them available for inspection by a Board representative when requested. You are also expected to notify us if you are buying, selling, adding a location, or discontinuing your business, adding or dropping a partner, officer, or member, or when you are moving any or all of your business locations. If it becomes necessary to surrender this permit, you should only do so by mailing it to a Board office, or giving it to a Board representative.

If you would like to know more about your rights as a taxpayer, or if you are unable to resolve an issue with the Board, please contact the Taxpayers' Rights Advocate Office for help by calling toll-free, 888-324-2798 or 916-324-2798. Their tax number is 916-323-3319.

Please post this permit at the address for which it was issued and at a location visible to your customers.

STATE BOARD OF EQUALIZATION  
Sales and Use Tax Department



CERTIFICATIONS



EXAMINATION FORM NO : 4248  
CERTIFICATION NO : 4506235

# ServSafe® Certification

TO **ABDELRAZEK MELDEIB**

for successfully completing the standards set forth by the National Restaurant Association Educational Foundation for the ServSafe® Food Protection Manager Certification Examination, which is accredited by the American National Standards Institute (ANSI)- Conference for Food Protection (CFP).

Presented by the National Restaurant Association Educational Foundation

8/16/2005

DATE OF EXAMINATION

8/16/2010

DATE OF EXPIRATION

PLEASE REFER TO YOUR LOCAL REGULATORY AGENCY FOR RE-CERTIFICATION REQUIREMENTS.

Mary H. Adelstein  
President and Chief Operating Officer  
National Restaurant Association Educational Foundation

National Restaurant Association  
EDUCATIONAL FOUNDATION



EXAM FORM NO. 4555

CERTIFICATE NO. 7268645

# ServSafe® Certification

TO **RALPH T SULLIVAN**

for successfully completing the standards set forth by the ServSafe® Food Protection Manager Certification Examination, which is accredited by the American National Standards Institute (ANSI)- Conference for Food Protection (CFP).

8/11/2010

DATE OF EXAMINATION

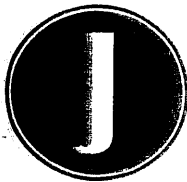
8/11/2015

DATE OF EXPIRATION

PLEASE REFER TO YOUR LOCAL REGULATORY AGENCY FOR RE-CERTIFICATION REQUIREMENTS.



NATIONAL  
RESTAURANT  
ASSOCIATION



CERTIFICATIONS



EXAM FORM NO. 1912


CERTIFICATE NO. 5468959

# ServSafe® Certification

TO: **ROBERTO MOTA**

for successfully completing the standards set forth by the National Restaurant Association Educational Foundation for the ServSafe® Food Protection Manager Certification Examination, which is accredited by the American National Standards Institute (ANSI)-Conference for Food Protection (CFP).

Presented by the National Restaurant Association Educational Foundation

 Premier Food Safety  
www.premierfoodsafety.com  
(800) 676-3121

7/17/2007

DATE OF EXAMINATION

7/17/2012

DATE OF EXPIRATION

Local laws apply. Check with your local regulatory agency for requirements.



Mary M. Adair  
President and Chief Operating Officer  
National Restaurant Association Educational Foundation

National Restaurant Association  
EDUCATIONAL FOUNDATION  
www.nraef.org

EXAM FORM NO. 1912

CERTIFICATE NO. 5468938




# ServSafe® Certification

TO: **JUAN J SANCHEZ**

for successfully completing the standards set forth by the National Restaurant Association Educational Foundation for the ServSafe® Food Protection Manager Certification Examination, which is accredited by the American National Standards Institute (ANSI)-Conference for Food Protection (CFP).

Presented by the National Restaurant Association Educational Foundation

 Premier Food Safety  
www.premierfoodsafety.com  
(800) 676-3121

7/17/2007

DATE OF EXAMINATION

7/17/2012

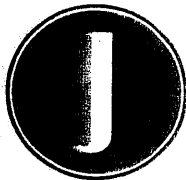
DATE OF EXPIRATION

Local laws apply. Check with your local regulatory agency for requirements.



Mary M. Adair  
President and Chief Operating Officer  
National Restaurant Association Educational Foundation

National Restaurant Association  
EDUCATIONAL FOUNDATION  
www.nraef.org





EXAM FORM NO. 4555

CERTIFICATE NO. 7268642

# ServSafe® Certification

TO **ALFONZO P RUIZ**

for successfully completing the standards set forth for the ServSafe® Food Protection Manager Certification Examination, which is accredited by the American National Standards Institute (ANSI)-Confederation for Food Protection (CFP)

8/11/2010

DATE OF EXAMINATION:

8/11/2015

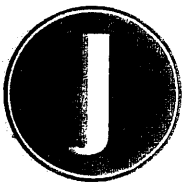
DATE OF EXPIRATION:

See ANSI 5004. Check with your local regulatory agency for recertification requirements.



Paul Hansen  
NATIONAL RESTAURANT ASSOCIATION

NATIONAL RESTAURANT ASSOCIATION



CERTIFICATIONS

**THOMSON**  
\*  
**PROMETRIC**


**Certified Professional Food Manager**

*designation has been conferred upon*


**BARBARA BREITER**

*who has met all the professional requirements for certification  
in food service safety and sanitation.*

Exam 6001 Recognized By Conference For Food Protection

  
Nikki Shepherd Eatchel, Vice President, Test Development

Certificate No: 24480117  
Exam Date: 07/18/07  
Test Code: 6203036001  
Certificate expires no later than: 07/18/12



**THOMSON**  
\*  
**PROMETRIC**

**Certified Professional Food Manager**

*designation has been conferred upon*

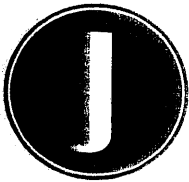
**MICHAEL S RING**

*who has met all the professional requirements for certification  
in food service safety and sanitation.*

Exam 6102 Recognized By Conference For Food Protection

  
Nikki Shepherd Eatchel, Vice President, Test Development

Certificate No: 1480131  
Exam Date: 07/18/07  
Test Code: 6203036102  
Certificate expires no later than: 07/18/12

160

## MAINTENANCE PLAN

### 1. BANQUET ROOM CLEANING PROCEDURE

#### A. Serving Personnel will do the following:

1. Remove all dishes, flatware, glassware, etc. to the dishwashing area for cleaning.
2. Break down all buffet food, equipment and décor.
3. Remove, clean and properly store all serving equipment.
4. Clear all event trash from tables and put it in the dumpster.
5. Remove all linen and napkins.
6. Remove all party décor that was installed by caterer.
7. Clean any food or beverage spills during the events.

#### B. Banquet Manager will do the following:

1. Conducts a final walk-through at the end of the clean up to pick up any overlooked trash, glassware, etc. and ensure that the area is neat and ready for the Carson maintenance staff.

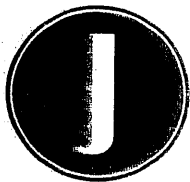
### 2. KITCHEN CLEANING REQUIREMENTS

#### A. Kitchen Manager will do the following:

1. Train the dishwashers to properly clean all dishes, glasses, flatware and equipment and store it in appropriate spaces.
2. Coordinate the appropriate number of personnel required to effectively maintain the equipment and facility according to the number of scheduled daily events.
3. Make sure caterer's personnel leave the facility clean and all equipment is properly stored at the end of the day.

#### B. Daily – Cleaning and Maintenance Crew will do the following:

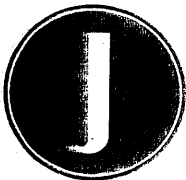
1. Clean all equipment, dishes, flatware, etc. used that day.
2. Sweep and mop the floor including walk-in storage room, hallway and loading dock area.
3. Clean tables, sinks, stoves, counters and outside of refrigerators and freezer.
4. Empty all kitchen trash cans into the outside dumpster and hose out all cans.
5. Dispose of any outdated food.



**C. Weekly - Cleaning Crew will do the following:**

1. Wipe down shelves and walls in the walk-in refrigerators.
2. Clean coffee urn thoroughly and properly.
3. Clean all drain trap basins in floor of walk-in refrigerator, icemaker and sinks. Pour drain cleaner in traps to make them fresh.
4. Deep clean stoves and ovens, inside and outside.
5. Thoroughly scrub walls and doors including corners and hard-to-reach areas using a high pressure machine when necessary.
6. Clean the exhaust hood and its filters.

**3. MAINTAIN "A" RATING FROM LOS ANGELES COUNTY HEALTH DEPARTMENT.**



DUN & BRADSTREET REPORT

Business Information Report: Mastroianni Family Entps Ltd

Disclaimer: Jays does not subscribe to Dun and Bradstreet and does not furnish updated information to their data base. Any information disclosed on this report is not current and likely to be incomplete and inaccurate.

	*IN DATE*	
	RATING CHANGE	
DUNS: 01-068-0106	DATE PRINTED	SUMMARY
MASTROIANNI FAMILY ENTERPRISES LTD.	AUG 06 2010	RATING 1R2
JAYS CATERING	BUSINESS SERVICES, EATING PLACE	FORMERLY 1R3
10581 GARDEN GROVE BLVD	SIC NOS.	STARTED 1975
AND BRANCH(ES) OR DIVISION(S)	73 89 58 12	EMPLOYS 400(40 HERE)
GARDEN GROVE CA 92843		HISTORY CLEAR
TEL: 714 636-6045		FINANCING SECURED

CHIEF EXECUTIVE: ELEANOR MASTROIANNI, PRES

\* \* \* CUSTOMER SERVICE \* \* \*

If you have questions about this report, please call our Customer Resource Center at 1-800-234-3867 from anywhere within the U.S. If you are outside the U.S., contact your local D&B office.

\*\*\* Additional Decision Support Available \*\*\*

Additional D&B products, monitoring services and specialized investigations are available to help you evaluate this company or its industry. Call Dun & Bradstreet's Customer Resource Center at 1-800-234-3867 from anywhere within the U.S. or visit our website at www.dnb.com.

\* \* \* SUMMARY ANALYSIS \* \* \*

The Summary Analysis section reflects information in D&B's file as of August 2, 2010.

RATING SUMMARY . . . . .

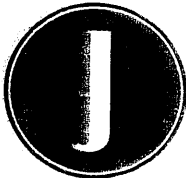
The "1R" portion of the Rating (the Rating Classification) indicates business size of 10 or more employees for this company. The "2" on the right (Composite Credit Appraisal) indicates an overall "good" credit appraisal. This credit appraisal was assigned because the payment information in D&B's file indicates the majority of this company's obligations are retired satisfactorily and this company's number of years in business.

Below is an overview of the company's D&B Rating(s) since 01/01/91:

RATING	DATE APPLIED
1R2	07/21/09
1R3	08/26/98
--	01/01/91

\* \* \* PAYMENT SUMMARY \* \* \*

The Payment Summary section reflects payment information in D&B's file as of



DUN & BRADSTREET REPORT

Business Information Report: Mastroianni Family Entps Ltd

the date of this report.

The PAYDEX for this company is 75.

This PAYDEX score indicates that payments to suppliers average 2 days beyond terms, weighted by dollar amounts. When dollar amounts are not considered, approximately 96% of the company's payments are within terms.

Below is an overview of the company's dollar-weighted payments, segmented by its suppliers' primary industries:

	TOTAL	TOTAL	LARGEST	%	DAYS SLOW		
	RCV'D	DOLLAR	HIGH	W/IN	<31	31-60	61-90 91+
	#	\$	\$	%	%	%	%
Total in D&B's file	33	141,850	90,000				
Top 10 Industries:							
1 Nonclassified	4	3,100	2,500	100	-	-	-
2 Short-term bush credit	2	3,250	2,500	100	-	-	-
3 Whol general grocery	1	90,000	90,000	100	-	-	-
4 Mfg prepared flour	1	7,500	7,500	100	-	-	-
5 Executive office	1	7,500	7,500	100	-	-	-
6 Natnl commercial bank	1	5,000	5,000	100	-	-	-
7 Public finance	1	2,500	2,500	-	100	-	-
8 Ret mail-order house	1	2,500	2,500	100	-	-	-
9 Misc business service	1	2,500	2,500	-	100	-	-
10 Whol groceries	1	2,500	2,500	100	-	-	-
11 OTHER INDUSTRIES	11	8,600	2,500	100	-	-	-

Other Payment Categories:

Cash experiences	7	1,900	750
Payment record unknown	1	5,000	5,000
Unfavorable comments	0	0	0
Placed for collection			
with D&B	0	0	
other	0	N/A	

The highest "Now Owes" on file is \$80,000  
The highest "Past Due" on file is \$ 0

D&B receives over 600 million payment experiences each year. We enter these new and updated experiences into D&B Reports as this information is received.

PAYMENTS (Amounts may be rounded to nearest figure in prescribed ranges)

Antic - Anticipated (Payments received prior to date of invoice)  
Disc - Discounted (Payments received within trade discount period)  
Ppt - Prompt (Payments received within terms granted)

REPORTED	PAYING	HIGH	NOW	PAST	SELLING	LAST SALE
RECORD		CREDIT	OWES	DUE	TERMS	WITHIN
07/10	Ppt	2500	2500	-0-		1 Mo
	(002)	750				1 Mo
	Cash account					
06/10	Ppt	7500	-0-	-0-		1 Mo
	Ppt	5000	5000	-0-		1 Mo
	Ppt	2500	750	-0-	N30	1 Mo
	Ppt	2500	1000	-0-		1 Mo
	Ppt	2500	2500	-0-		1 Mo
	Ppt	1000	750	-0-		1 Mo
	Ppt	750	750	-0-		1 Mo
	Ppt	500	500	-0-		1 Mo
	Ppt	250	-0-	-0-		1 Mo



DUN & BRADSTREET REPORT

Business Information Report: Mastroianni Family Entps Ltd

Date	Account	Amount	Days	Terms	Frequency
	Ppt		-0-	-0-	6-12 Mos
	Ppt		-0-	-0-	1 Mo
	Slow 30 (015)	2500	-0-	-0-	1 Mo
	(016)	5000	-0-	-0-	1 Mo
05/10	Ppt	90000	80000	-0-	1 Mo
	Ppt	50	-0-	-0-	1 Mo
04/10	Ppt	50	50	-0-	6-12 Mos
03/10	(020)	50		-0-	1 Mo
	Cash account				1 Mo
02/10	Ppt	2500	-0-	-0-	6-12 Mos
	Ppt	100	-0-	-0-	1 Mo
	(023)	50			1 Mo
	Cash account				
01/10	Ppt	2500	-0-	-0-	6-12 Mos
08/09	Ppt	7500		N30	1 Mo
04/09	Slow	2500			1 Mo
03/09	Ppt	1000	-0-	-0-	6-12 Mos
01/09	(028)	500			2-3 Mos
	Cash account				
	(029)	500			6-12 Mos
	Cash account				
	(030)	50			1 Mo
	Cash account				
12/08	Ppt	750	-0-	-0-	6-12 Mos
	Ppt	250	250	-0-	1 Mo
06/08	Ppt	250	-0-	-0-	6-12 Mos

\* Payment experiences reflect how bills are met in relation to the terms granted. In some instances payment beyond terms can be the result of disputes over merchandise, skipped invoices etc.  
 \* Each experience shown represents a separate account reported by a supplier. Updated trade experiences replace those previously reported.

FINANCE

02/20/10 On JUL 21 2009 Michael Ring, COO. deferred financial information.

PUBLIC FILINGS

The following data is for information purposes only and is not the official record. Certified copies can only be obtained from the official source.

\*\*\* UCC FILING(S) \*\*\*

COLLATERAL: All Assets - All Negotiable instruments - All Inventory - All Account(s) - and OTHERS

FILING NO: 067091042362 DATE FILED: 11/07/2006  
 TYPE: Original LATEST INFO RECEIVED: 11/15/2006  
 SEC. PARTY: WELLS FARGO BANK, N.A., BOISE, ID FILED WITH: SECRETARY OF STATE/UCC DIVISION, CA  
 DEBTOR: MASTROIANNI FAMILY ENTERPRISES LTD.

This data is for informational purposes only, certification can only be obtained through the Sacramento Office of the California Secretary of State.

COLLATERAL: Accounts receivable and proceeds - Inventory and proceeds - Account(s) and proceeds - General intangibles(s) and proceeds - and OTHERS

FILING NO: 067076324079 DATE FILED: 05/15/2006  
 TYPE: Original LATEST INFO RECEIVED: 05/31/2006  
 SEC. PARTY: SYSCO FOOD SERVICES OF LOS ANGELES, INC., WALNUT, CA FILED WITH: SECRETARY OF STATE/UCC DIVISION, CA  
 DEBTOR: MASTROIANNI FAMILY ENTERPRISES LTD.



DUN & BRADSTREET REPORT

Business Information Report: Mastroianni Family Entps Ltd

This data is for informational purposes only, certification can only be obtained through the Sacramento Office of the California Secretary of State.

FILING NO: 0670713324 DATE FILED: 05/24/2006  
 SEC. PARTY: SYSCO FOOD SERVICES OF LOS ANGELES, INC., WALNUT, CA LATEST INFO RECEIVED: 05/25/2006  
 DEBTOR: JAY'S CATERING and OTHERS ORIG. UCC FILED: 05/15/2006  
 ORIG. FILING NO: 067070324079  
 FILED WITH: SECRETARY OF STATE/UCC DIVISION, CA

This data is for informational purposes only, certification can only be obtained through the Sacramento Office of the California Secretary of State.

FILING NO: 04209C0199 DATE FILED: 07/22/2004  
 TYPE: Continuation LATEST INFO RECEIVED: 08/03/2004  
 SEC. PARTY: WELLS FARGO BANK, N.A. BUSINESS LENDING OPERATIONS, SAN JOSE, CA ORIG. UCC FILED: 01/11/2000  
 DEBTOR: MASTROIANNI FAMILY ENTERPRISES LTD. ORIG. FILING NO: 0001960118  
 FILED WITH: SECRETARY OF STATE/UCC DIVISION, CA

This data is for informational purposes only, certification can only be obtained through the Sacramento Office of the California Secretary of State.

FILING NO: 0972024914 DATE FILED: 07/15/2009  
 TYPE: Continuation LATEST INFO RECEIVED: 07/16/2009  
 SEC. PARTY: WELLS FARGO BANK, N.A. BUSINESS LENDING OPERATIONS, SAN JOSE, CA ORIG. UCC FILED: 01/11/2000  
 DEBTOR: MASTROIANNI FAMILY ENTERPRISES LTD. ORIG. FILING NO: 0001960118  
 FILED WITH: SECRETARY OF STATE/UCC DIVISION, CA

This data is for informational purposes only, certification can only be obtained through the Sacramento Office of the California Secretary of State.

FILING NO: 04148C0467 DATE FILED: 05/19/2004  
 TYPE: Continuation LATEST INFO RECEIVED: 06/02/2004  
 SEC. PARTY: WELLS FARGO BANK BUSINESS LENDING OPERATIONS, SAN JOSE, CA ORIG. UCC FILED: 11/12/1999  
 DEBTOR: MASTROIANNI FAMILY ENTERPRISES, LTD. ORIG. FILING NO: 9932660577  
 FILED WITH: SECRETARY OF STATE/UCC DIVISION, CA

This data is for informational purposes only, certification can only be obtained through the Sacramento Office of the California Secretary of State.

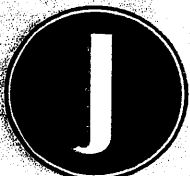
FILING NO: 0971967655 DATE FILED: 05/18/2009  
 TYPE: Continuation LATEST INFO RECEIVED: 05/18/2009  
 SEC. PARTY: WELLS FARGO BANK BUSINESS LENDING OPERATIONS, SAN JOSE, CA ORIG. UCC FILED: 11/12/1999  
 DEBTOR: MASTROIANNI FAMILY ENTERPRISES, LTD. ORIG. FILING NO: 9932660577  
 FILED WITH: SECRETARY OF STATE/UCC DIVISION, CA

This data is for informational purposes only, certification can only be obtained through the Sacramento Office of the California Secretary of State.

FILING NO: 04050C0948 DATE FILED: 02/13/2004  
 TYPE: Continuation LATEST INFO RECEIVED: 02/24/2004  
 SEC. PARTY: WELLS FARGO BANK BUSINESS LENDING OPERATIONS, SAN JOSE, CA ORIG. UCC FILED: 08/04/1999  
 DEBTOR: MASTROIANNI FAMILY ENTERPRISES, LTD. ORIG. FILING NO: 9922960651  
 FILED WITH: SECRETARY OF STATE/UCC DIVISION, CA

This data is for informational purposes only, certification can only be obtained through the Sacramento Office of the California Secretary of State.

FILING NO: 0971899918 DATE FILED: 03/09/2009  
 TYPE: Continuation LATEST INFO RECEIVED: 03/10/2009  
 SEC. PARTY: WELLS FARGO BANK BUSINESS ORIG. UCC FILED: 08/04/1999



DUN & BRADSTREET REPORT

Business Information Report: Mastroianni Family Entps Ltd

LENDING OPERATIONS, SAN JOSE, CA ORIG. FILING NO: 9922960651
DEBTOR: MASTROIANNI FAMILY ENTERPRISES, FILED WITH: SECRETARY OF
LTD. STATE/UCC DIVISION, CA

This data is for informational purposes only, certification can only be
obtained through the Sacramento Office of the California Secretary of State.

The public record items contained in this report may have been
paid, terminated, vacated or released prior to the date this
report was printed.

HISTORY
02/20/10

ELEANOR MASTROIANNI, PRES JAY MASTROIANNI, V PRES
MICHAEL MASTROIANNI, STKHLDR JOHN MASTROIANNI, STKHLDR
THE OFFICER(S)

The California Secretary of State's business registrations file
showed that Mastroianni Family Enterprises Ltd was registered as a
corporation on November 15, 1977.

Business started 1975 by Jay Mastroianni. 17% of capital stock
is owned by Jay Mastroianni. 17% of capital stock is owned by Eleanor
Mastroianni. 17% of capital stock is owned by Michael Mastroianni.
17% of capital stock is owned by Linda Mastroianni Barragon. 17% of
capital stock is owned by John Mastroianni.

JOHN MASTROIANNI born 1955. 1975-present active here.
1992-present also active with Elenda Enterprises, Fountain Valley, CA.
JAY MASTROIANNI born 1929. 1975-present active here. 1959-68
was an independent wholesale milk distributor under own name, Garden
Grove, CA. Discontinued in good order. 1968-75 officer in Jay Rock
Sales Inc, Huntington Beach, CA. Sold interest to others with no
outstanding debt left.

MICHAEL MASTROIANNI born 1960. OCCUPATIONAL BACKGROUND:
1980-present active here. 1992-present also active with Elenda
Enterprises, Fountain Valley, CA.

ELEANOR MASTROIANNI born 1931. OCCUPATIONAL BACKGROUND: 1959-70
employed by Palm Harbor Hospital, Garden Grove, CA. 1970-75 active as
a homemaker. 1975-present active here. 1992-present also active as
president of Elenda Enterprises, Fountain Valley, CA.

OPERATION
02/20/10

Operates business services, specializing in special events
decoration. Operates as a caterer.
Has 1000 account(s). Terms are Net 30 days. Sells to manufacturers,
general public, wholesale, non profit organizations, retail and the
government. Territory : Regional.
Nonseasonal.

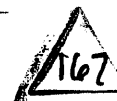
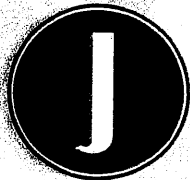
EMPLOYEES: 400 which includes officer(s) and 100 part-time. 40
employed here. Employees peak to 300 during Nov-Dec and drop to 200
during Jan and Aug. Part time employees fluctuate between 100-250
depending on seasonality. There are currently 50 full time employees.

FACILITIES: Rents 36,000 sq. ft. on 1st floor of a one story
concrete block building Building is owned individually by the
officers and leased back to the corporation. Corporation owns
building with 9,600 square feet at adjacent lot.

LOCATION: Suburban business section on well traveled street.

BRANCHES: Sales office located in Carson, CA.
08-06(2VK /111) 99999 098111111 H

FULL DISPLAY COMPLETE



CREDIT REFERENCES

COMPANY INFORMATION:

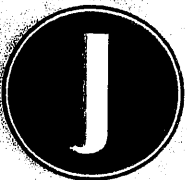
Legal Name: Mastroianni Family Enterprises, Ltd.  
Company Name: Jay's Catering  
Address: 10581 Garden Grove Blvd., Garden Grove, CA 92843  
Phone: (714) 636 - 6045  
Fax: (714) 636 - 4169  
Billing/Shipping Address: Same as above  
Tax ID: 95-3198027/Corporation 1968/CA  
Years in Business: 42  
Resale: SYEA27-708685  
Owner/Principal: Linda Loaeza

BANK REFERENCE:

Bank Name: Wells Fargo Bank  
Address: 12952 Harbor Blvd., Garden Grove, CA 92843  
Attn: Bret Rathwick (714) 385 - 2003  
Phone: (714) 973 - 3425  
Account: 0900-709718

CREDIT REFERENCES:

1. Sysco Foods: File #3980, Los Angeles, CA 90074 (800) 800-1199  
Steve Chiaramonte
2. Long Beach Seafood: 825 16th St., Long Beach, CA (562) 435 - 5357  
Tony Delucia
3. GBS Linens: 305 N. Muller St., Anaheim, CA 92801 (714) 778 - 6448  
Carol Trapschuh
4. Dawn Products: 330 E. Francis St., Ontario, CA 91761 (800) 696 - 3296  
Edmund "Buddy" Silverio
5. Freshpoint Produce: 155 N. Orange Ave., Industry, CA 92801 (800) 252 - 9168  
Ted Protano
6. US Foods: File #6993, Los Angeles, CA 90074 (800) 379 - 5633  
Don Decker



CREDIT AUTHORIZATION

September 30, 2010

To Whom It May Concern:

I hereby authorize you to release any information requested by the City of Carson about your business relationship with Mastroianni Family Enterprises, Ltd. also known as Jay's Catering.

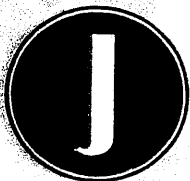
Thank you for your time in this matter.

Sincerely,



Linda Loaeza, CEO

Mastroianni Family Enterprises, Ltd./Jay's Catering



CURRENT CLIENTS

SC Edison: Paul Butler (626) 302 - 8982

Jet Blue: Kattya Galen (562) 394 - 4328

Saddleback Community Church: Carol Cooper (949) 609 - 8623

Energy Resource Center: Liz Foote (562) 803 - 7434

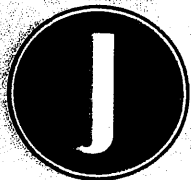
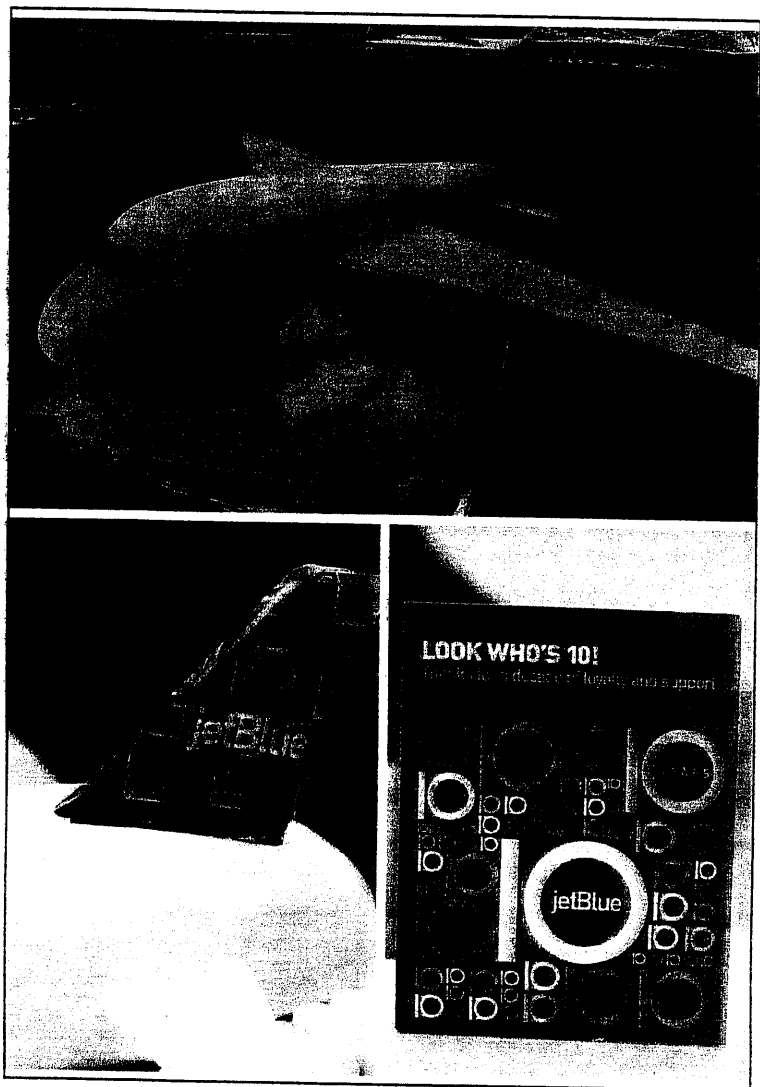
Cal State Long Beach: Clint Campbell (562) 985 - 9848

Earl B. Miller Japanese Garden: Jeannette Schelin (562) 985 - 5930

Marriott Newport Coast Villas: Kathleen Huffman (949) 464 - 6393

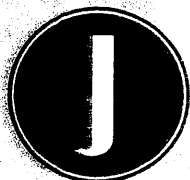
Ebell Club of Long Beach: Liz Palmer (562) 453 - 9444

Long Beach Grand Prix (Committee 300): Cheryl Portugal (562) 981 - 9200



VENDOR & SUPPLIER LIST

NAME	ADDRESS	PHONE #	ACCOUNT #
Butler Chemical	1283 North Grove St. Anaheim, Ca. 92806	(714)630-7625	
Costco	PO Box 34783 Seattle, Wa. 98124	(800)955-2292	111753576576
Down Food Products	3505 East Francis St. Ontario, Ca. 91761	(800)696-3296	578619
Farmer Brothers	PO Box 79705 City of Industry, Ca. 91716	(714)979-1793	1640645
Freshpoint	155 North Orange Ave. City of Industry, Ca. 91744	(800)252-9168	455998
GBS Linens	305 North Muller St. Anaheim, Ca. 92801	(714)778-6448	121001
Harbor Distributing	Dept. #2685 Los Angeles, Ca. 90084	(714)259-0556	4379
Imperial Refrigeration	1307 West Trenton Orange, Ca. 92867	(714)978-1580	
La Rancherita	10582 Acacia Ave. Garden Grove, Ca. 92840	(714)636-3811	
Long Beach Seafood	845 West Sixteenth St. Long Beach, Ca. 90813	(562)435-5357	
Pepsi Bottling Group	6261 Caballero Blvd. Buena Park, Ca. 90620	(800)963-2424	5701218
Quill Operation	PO Box 37600 Philadelphia, Pa. 19101	(800)789-8965	C2530506
Qzina Specialty Foods	16625 Saticoy St. Van Nuys, Ca. 91406	9818)787-2000	14719
Sierra Cheese	916 South Santa Fe Ave. Compton, Ca. 90221	(310)635-1216	1095919
Signature Party Rentals	2211 South Susan Santa Ana, Ca. 92704	(714)545-6777	
Southern Wine & Spirits	File 56002 Los Angeles, Ca. 90074	(800)282-4797	62808
Steritech	7600 Little Ave. Charlotte, NC. 28226	(800)868-0089	130001817
Straub Distributing	2701 Dow Ave. Tustin, Ca. 92780	(714)247-7300	30047
Swiss Chalet Fine Foods	9455 NW 40th Street Road Miami, Fl 33178	(800)347-9477	52024
Sysco	20701 East Currier Rd. Walnut, Ca. 91789	(909)595-9595	455998
The Only Paper	1851 West Meadowbrook Dr. Santa Ana, Ca. 92704	(714)231-1436	
Uline	2200 South Lakeside Dr. Waukegan, Il 60085	(847)473-3000	3578979
Young Market	PO Box 30145 Los Angeles, Ca. 90030	(800)627-2777	18427



## FOOD &amp; SERVICE QUALITY 6.1

The superiority of our fine foods is the result of premium "fresh" ingredients. Whether it is the finest seafood from Long Beach Seafood or extraordinary imported cheeses, Jay's seeks out premium meats, seafood, dairy products, produce and beverages. Our fresh ingredients are coupled with innovative recipes to create the most superb foods available.

Our long-standing relationship with our conscientious buyers guarantees the highest quality products offered. Carson's customer base envelops a wide spectrum of groups from government agencies to major corporations and civic organizations. Therefore a high level of food service is expected and provided. In order for our foods to meet the elevated expectancies of our clients we continue to explore new product vendors to guarantee we have the "best" available products on the market.

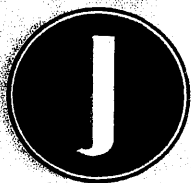
Quality assurance is the foremost focus in food preparation. Our kitchen is organized into individual specialized departments in order to insure a consistent and high quality product. Many of our core kitchen employees have been with us for many years and are very loyal to our company. From bakers, salad chefs, hors d'oeuvre makers to entrée specialists, each kitchen employee has been highly trained to be expert in their area. This training also guarantees a consistent product for high volume events. You will find that our foods are as fresh and well prepared whether there is 24 items or 2,500!

All Jay's recipes are researched and taste tested in order to provide the best taste and presentation available. Our chefs have taken painstaking care to insure that ethnic foods are culturally authentic. Food items requested by clients or staff members are created, tasted and perfected before adding them to our menus. Only the best and most creative foods are added to our master menus.

**All salads, dressings, entrées, desserts and breads are made fresh daily from "scratch" from our own kitchen, which operates seven days a week and twenty-four hours a day. NO pre-packaged foods are used in the creation of our menus. Everything is made and served fresh daily. All foods are prepared within hours of an event for maximum freshness, flavor and presentation.**

Our Executive Chef, Food and Beverage Manager, Event Captain and Management staff have all successfully completed the Food Handlers ServSafe Classes and have been certified in this program.

Jay's has had a long-standing tradition of offering our clients tours of our kitchen facilities whenever they visit our locations either in Garden Grove or Carson. We are proud to share with our clients a personal view of our kitchen operations and the organization and cleanliness in which our meals are prepared. While other caterers may discourage this type of inspection, we WELCOME it.



FOOD & SERVICE QUALITY 6.1

Jay's has consistently maintained an "A" rating with the Los Angeles County Health Department for our operations at the Carson Community Center. In addition, Jay's received the "Award of Excellence" from the County of Orange Health Care Agency. This is proudly presented to establishments in recognition of consistently protecting the residents, visitors and guests of Orange County through excellence in food safety and sanitation at our Company.



# Award of Excellence

The County of Orange Environmental Health Division is pleased to recognize

**Jay's Catering**

10581 Garden Grove Blvd, Garden Grove, California 92843

For consistently maintaining exceptionally high food safety and sanitation standards throughout the year of

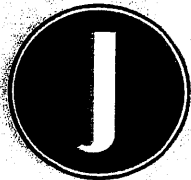
# 2009

*Richard Sanchez*  
Richard Sanchez, REHS, M.P.H.  
Director, Environmental Health

Certificate Number: 272

*David L. Riley*  
David L. Riley  
Director, Health Care Agency

**This Award of Excellence is valid until December 31, 2010**





**COUNTY OF ORANGE  
HEALTH CARE AGENCY**

**PUBLIC HEALTH SERVICES  
ENVIRONMENTAL HEALTH**

**DAVID L. RILEY  
DIRECTOR**

**DAVID M. SOULELES, MPH  
DEPUTY AGENCY DIRECTOR**

**RICHARD SANCHEZ, REHS, MPH  
DIRECTOR  
ENVIRONMENTAL HEALTH**

**MAILING ADDRESS:  
1241 E. DYER ROAD, SUITE 120  
SANTA ANA, CA 92705-0611**

**TELEPHONE: (714) 433-6000  
FAX: (714) 754-1732  
E-MAIL: ehealth@ochca.com**

*Excellence  
Integrity  
Service*

March 12, 2010

**TO:** Orange County Retail Food Facility Owners/Operators

**SUBJECT:** Award of Excellence Program for Retail Food Facilities

**CONGRATULATIONS!**

You have received the Award of Excellence for year 2009!

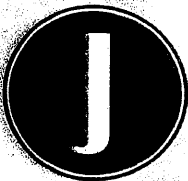
It is with great pleasure that the Environmental Health Division proudly presents this Award of Excellence to your establishment in recognition of consistently protecting the residents and visitors of Orange County through excellence in food safety and sanitation at your food establishment.

The Award of Excellence Program was implemented in 1999 in an effort to encourage food establishments to strive for excellence in food safety and sanitation practices, and to recognize those who succeed. Award recipients included those establishments meeting eligibility as determined by a review of the establishment's inspection reports for 2009. The inspection reports from your establishment indicate that the food handling practices and overall sanitation at your facility were outstanding in 2009. This year's Award is valid for posting until December 31, 2010.

We look forward to maintaining a successful partnership with the retail food facility owners and operators in Orange County. We also encourage you to continue your pursuit of excellence in food safety and sanitation practices and visit our web site at [www.ocfoodinfo.com](http://www.ocfoodinfo.com). Should you have any questions regarding our Award of Excellence Program, please contact Mike Haller, Program Manager, at (714) 433-6012.

Sincerely,

Richard Sanchez, REHS, MPH  
Director  
Environmental Health

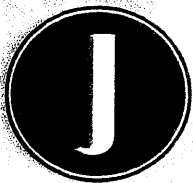


## CONCESSIONS 6.3

Our concessions menus are referenced under 5.1 Menus, Exhibit 5.1.6

In the past, Jay's has required a minimum sales quota for concession sales of \$2,500 for Saturday events and \$1,500 for Sunday events. Based on the rate of inflation and current economic climate, it only makes sense to increase these minimums to \$3,500 for Saturdays and \$2,500 for Sundays.

On a typical Saturday the ABC Halls can average \$15,000 to \$20,000 in sales, catering 1 to 3 special events. To provide concessions for less than \$3,500 drastically decreases our revenue for the weekend and reduces the City's income from percentage rent.



EQUIPMENT 7.1

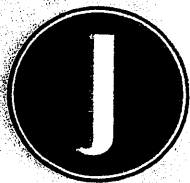
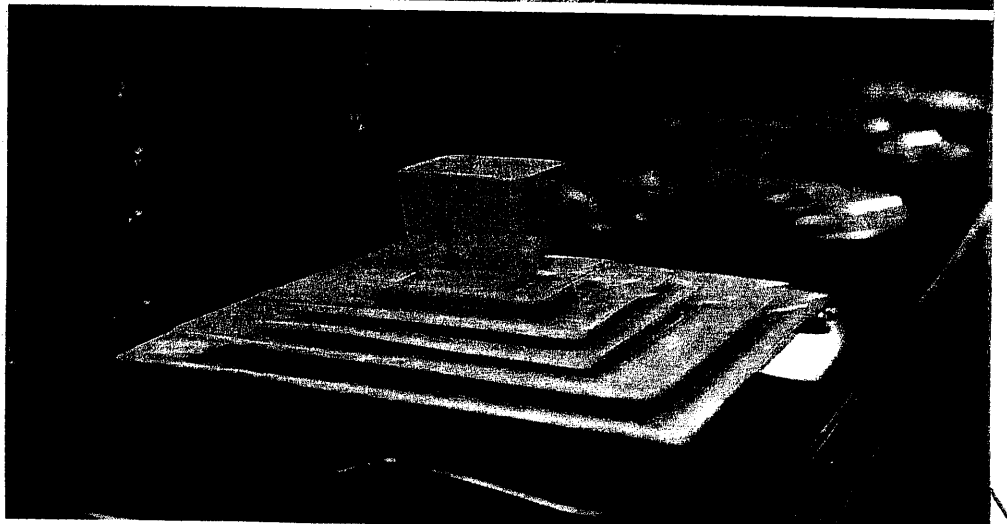
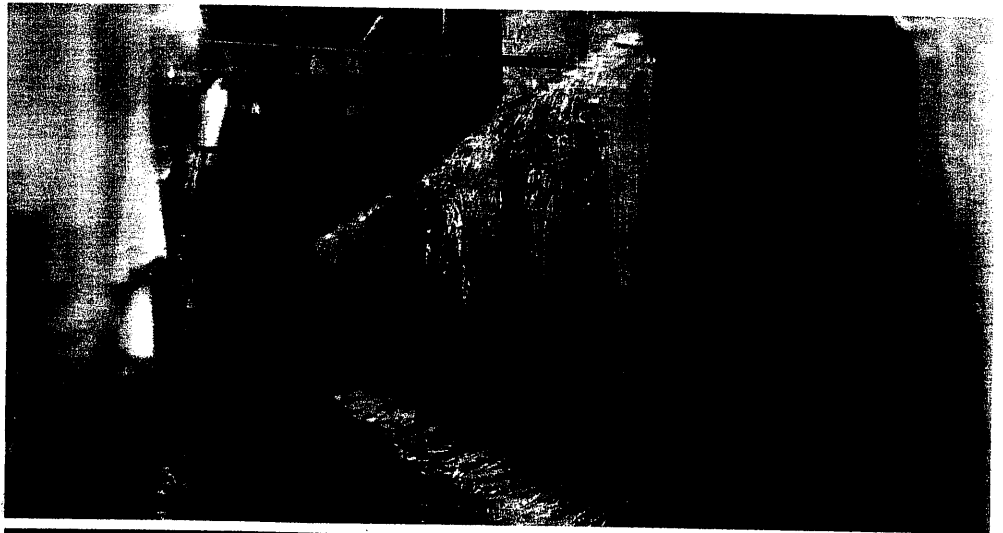
Jay's offers a large selection of service ware (china, glassware and flatware). Much effort goes into researching the most popular styles of glassware, china and flatware allowing Jay's to offer the latest in trends and designs requested by our clients.

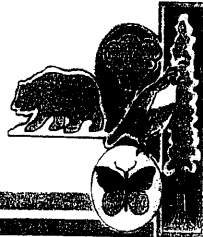
We currently maintain inventory levels that exceed 3,000 place settings at the Carson Center.

Our cookware is top of the line commercial ware used in all of the best kitchens. We can easily accommodate four commercial kitchens with the cookware we have on hand.

Jay's has readily available a vehicle fleet of over 33 vans and trucks.

In addition, we offer 40 different colors of linens and have over 1,000 different types of rentals available with over 68, 000 individual pieces in our warehouse





State  
of  
California

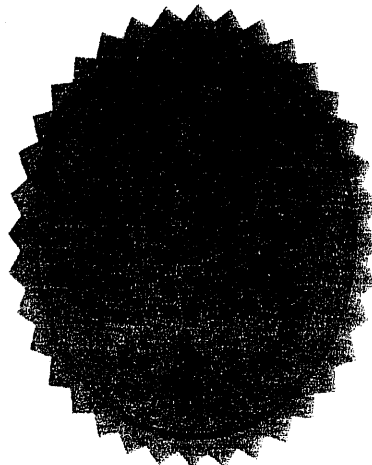
OFFICE OF THE SECRETARY OF STATE

I, *MARCH FONG EU*, Secretary of State of the State of California, hereby certify:

That the annexed transcript has been compared with the record on file in this office, of which it purports to be a copy, and that same is full, true and correct.

IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this

NOV 2 - 1982



*March Fong Eu*

Secretary of State



CERTIFICATE OF AMENDMENT  
OF  
ARTICLES OF INCORPORATION

**ENDORSED  
FILED**  
In the office of the Secretary of State  
of the State of California  
**OCT 27 1982**  
MARCH FONG EU, Secretary of State  
By **JAMES E. HARRIS**  
Deputy

ARMAND JAY MASTROIANNI and LINDA L. RING certify that:

1. They are the President and the Secretary, respectively, of JAY'S CATERING, INC., a California corporation.

2. Article I. of the Articles of Incorporation of this corporation is amended to read as follows:

"The name of this corporation is MASTROIANNI FAMILY ENTERPRISES LTD."

3. The foregoing Amendment of Articles of Incorporation has been duly approved by the Board of Directors.

4. The foregoing Amendment of Articles of Incorporation has been duly approved by the required vote of Shareholders in accordance with Section 902 of the Corporations Code. The total number of outstanding shares of the corporation is 25,000. The number of shares voting in favor of the Amendment equaled or exceeded the vote required. The percentage vote required was more than 50%.

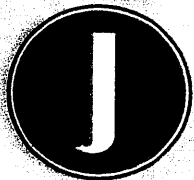
*Armand Jay Mastroianni*  
ARMAND JAY MASTROIANNI  
President

*Linda L. Ring*  
LINDA L. RING  
Secretary

The undersigned declare under penalty of perjury that the matters set forth in the foregoing Certificate are true of their own knowledge. Executed at Garden Grove, California on August 29, 1982.

*Armand Jay Mastroianni*  
ARMAND JAY MASTROIANNI

*Linda L. Ring*  
LINDA L. RING



**ACORD CERTIFICATE OF LIABILITY INSURANCE** Date (mm/dd/yy) **4/1/2010**

**Producer**  
SullivanCurtisMonroe Insurance Services  
1920 Main Street Suite 600  
Irvine, CA 92614

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

License # 0EB3670 949.250.7172  
www.SullivanCurtisMonroe.com 949.852.9762

**INSURERS AFFORDING COVERAGE**

INSURER <b>A</b>	Zurich American Ins. Co.
INSURER <b>B</b>	Zurich American Ins. Co.
INSURER <b>C</b>	American Guaranty & Liab. Ins. Co.
INSURER <b>D</b>	
INSURER <b>E</b>	

**Insured**  
Jay's Catering  
Mastroianni Family Enterprises  
10581 Garden Grove Blvd.  
Garden Grove CA 92843

**COVERAGES**  
THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

NSR LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE MM/DD/YY	POLICY EXPIRATION DATE MM/DD/YY	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIAB <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	CPO4886778500	4/1/2010	4/1/2011	EACH OCCURRENCE \$ 1,000,000 FIRE DAMAGE (Any one fire) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL-AGGREGATE \$ 2,000,000 PRODUCTS-COMP/OP AGG \$ 2,000,000
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY-AUTO <input type="checkbox"/> ALL-OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED-AUTOS <input checked="" type="checkbox"/> NON-OWNED-AUTOS <input checked="" type="checkbox"/> Collision <input checked="" type="checkbox"/> Comprehensive	CPO4886778500	4/1/2010	4/1/2011	COMBINED SINGLE LIMIT \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ GARAGE LIABILITY <input type="checkbox"/> ANY-AUTO AUTO ONLY EA ACCIDENT \$ OTHER THAN AUTO ONLY: EA ACCS AGG \$
C	EXCESS LIABILITY <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION \$	AUC488698700	4/1/2010	4/1/2011	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000 Includes \$ LIQUOR \$ LIABILITY \$
B	WORKERS' COMPENSATION & EMPLOYERS' LIABILITY	WC938387201	3/30/2010	3/30/2011	<input checked="" type="checkbox"/> STATUTORY LIMIT <input type="checkbox"/> OTHER EL-EACH-ACCIDENT \$ 1,000,000 EL-DISEASE -EA EMPLOYEE \$ 1,000,000 EL-DISEASE -POLICY LIMIT \$ 1,000,000
A	Liquor Liability	CPO4886778500	4/1/2010	4/1/2011	Each Occurrence \$1,000,000 Liquor Liab. Aggre. \$1,000,000

DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/EXCLUSIONS ADDED BY ENDORSEMENT/SPECIAL PROVISIONS

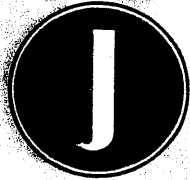
RE: All Operations Certificate holder is named as additional insured per attached endorsement.

**CERTIFICATE HOLDER**

All Operations  
  
City of Carson  
3 Civic Plaza  
Carson CA 90745-0000

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING COMPANY WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO MAIL SUCH NOTICE SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE COMPANY ITS AGENTS OR REPRESENTATIVES. \*30 Days for Non-Payment of Premium.

AUTHORIZED REPRESENTATIVE  
Terry Decker *Terry M Decker*



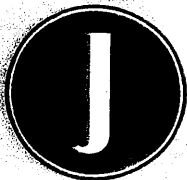
**IMPORTANT**

If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must be endorsed. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

**DISCLAIMER**

The Certificate of Insurance on the reverse side of this form does not constitute a contract between the issuing insurer(s), authorized representative or producer, and the certificate holder, nor does it affirmatively or negatively amend, extend or alter the coverage afforded by the policies listed thereon.



**Additional Insured – Automatic – Owners, Lessees  
Or Contractors**



Policy No.	Exp. Date of Pol.	Eff. Date of End.	Agency No.	Addl. Prem.	Return Prem.
CPO4886778500					

**THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.**

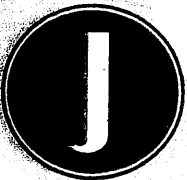
**Named Insured:** City of Carson  
**Address (including ZIP Code):** 3 Civic Plaza  
 Carson CA 90745-0000

This endorsement modifies insurance provided under the:  
**Commercial General Liability Coverage Part**

- A. **Section II – Who Is An Insured** is amended to include as an insured any person or organization who you are required to add as an additional insured on this policy under a written contract or written agreement.
- B. The insurance provided to the additional insured person or organization applies only to "bodily injury", "property damage" or "personal and advertising injury" covered under **SECTION I - Coverage A - Bodily Injury And Property Damage Liability** and **Section I - Coverage B - Personal And Advertising Injury Liability**, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by:
  - 1. Your acts or omissions; or
  - 2. The acts or omissions of those acting on your behalf, and resulting directly from:
    - a. Your ongoing operations performed for the additional insured, which is the subject of the written contract or written agreement; or
    - b. "Your work" completed as included in the "products-completed operations hazard", performed for the additional insured, which is the subject of the written contract or written agreement.
- C. However, regardless of the provisions of paragraphs A. and B. above:
  - 1. We will not extend any insurance coverage to any additional insured person or organization:
    - a. That is not provided to you in this policy; or
    - b. That is any broader coverage than you are required to provide to the additional insured person or organization in the written contract or written agreement; and
  - 2. We will not provide Limits of Insurance to any additional insured person or organization that exceed the lower of:
    - a. The Limits of Insurance provided to you in this policy; or
    - b. The Limits of Insurance you are required to provide in the written contract or written agreement.

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U-GL-1175-B CW (3/2007)  
 Page 1 of 2

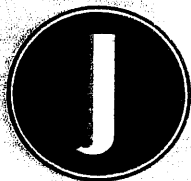


- D. The insurance provided to the additional insured person or organization does not apply to:
- "Bodily injury", "property damage" or "personal and advertising injury" arising out of the rendering or failure to render any professional architectural, engineering or surveying services including:
1. The preparing, approving or failing to prepare or approve maps, shop drawings, opinions, reports, surveys, field orders, change orders or drawings and specifications; and
  2. Supervisory, inspection, architectural or engineering activities.
- E. The additional insured must see to it that:
1. We are notified as soon as practicable of an "occurrence" or offense that may result in a claim;
  2. We receive written notice of a claim or "suit" as soon as practicable; and
  3. A request for defense and indemnity of the claim or "suit" will promptly be brought against any policy issued by another insurer under which the additional insured may be an insured in any capacity. This provision does not apply to insurance on which the additional insured is a Named Insured, if the written contract or written agreement requires that this coverage be primary and non-contributory.
- F. For the coverage provided by this endorsement:
1. The following paragraph is added to Paragraph 4.a. of the Other Insurance Condition of **Section IV – Commercial General Liability Conditions**:  
  
This insurance is primary insurance as respects our coverage to the additional insured person or organization, where the written contract or written agreement requires that this insurance be primary and non-contributory. In that event, we will not seek contribution from any other insurance policy available to the additional insured on which the additional insured person or organization is a Named Insured.
  2. The following paragraph is added to Paragraph 4.b. of the Other Insurance Condition of **Section IV – Commercial General Liability Conditions**:  
  
This insurance is excess over:  
  
Any of the other insurance, whether primary, excess, contingent or on any other basis, available to an additional insured, in which the additional insured on our policy is also covered as an additional insured by attachment of an endorsement to another policy providing coverage for the same "occurrence", claim or "suit". This provision does not apply to any policy in which the additional insured is a Named Insured on such other policy and where our policy is required by written contract or written agreement to provide coverage to the additional insured on a primary and non-contributory basis.
- G. This endorsement does not apply to an additional insured which has been added to this policy by an endorsement showing the additional insured in a Schedule of additional insureds, and which endorsement applies specifically to that identified additional insured.

Any provisions in this Coverage Part not changed by the terms and conditions of this endorsement continue to apply as written.

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Page 2 of 2

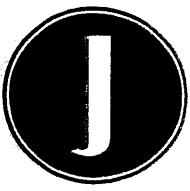


PROPOSAL FORM 26.0

JAYSCATERING.COM

777-636-6141

PROPOSAL FORM FOR PERCENT OF GROSS SALES  
PER YEAR AND SERVICE CHARGE



**City of Carson  
Request for Proposal No. P10-05  
Food and Beverage Service Operation and Management**

City of Carson  
701 E. Carson Street  
Carson, California 90745

Gentlemen:

In accordance with City of Carson Request for Proposal No. P10-05, we are pleased to offer the City of Carson the following considerations in exchange for the privilege of providing catering services at the Congresswoman Juanita Millender-McDonald Community Center.

Item	Category	Percent of Gross Sales per Year					
		1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	%
1.	Alcoholic Beverage Sales (exclusive of off-premise sales)	20	20	22	22	24	
2.	Food Service and Sales (exclusive of alcoholic beverages and off-premise catering)	18	18	19	19	20	
3.	Miscellaneous Sales ( flowers, vending, equipment rentals, photographic service)	10	10	10	10	10	
4.	Off-Premise Sales (if any) based on gross sales	5	5	5	5	5	
5.	Proposed Gratuity/Service Charge for first 24 months of contract;	21	21	N/A	N/A	N/A	

The undersigned proposer hereby understands, warrants, and agrees:

1. That the proposer had read, understood, and agrees to provide catering services in accordance with the terms, conditions, and specifications contained herein.
2. That the proposer is fully qualified and capable of providing the services described herein,
3. That the proposer has provided a bidders bond, cashiers' or certified check in the amount of \$25,000 payable to the City of Carson pursuant to Section 16.1 of this Request for Proposal. Check or bond will be refunded if the proposer is not awarded a contract.



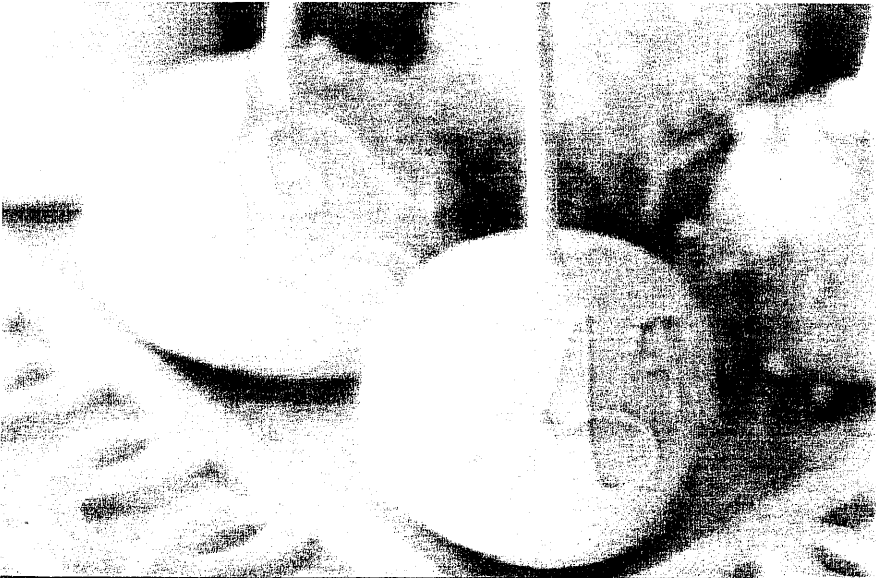
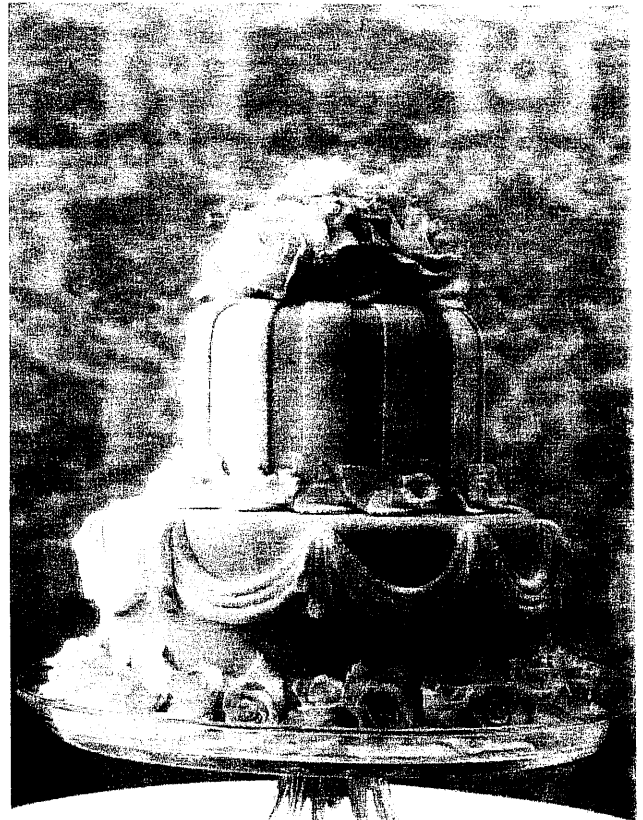
4. That said bidders bond, cashiers' or certified check guarantees Proposer's willingness to enter into a contract and assume the obligations contained therein. In the event the Proposer fails to enter into a contract upon award by the City Council, the city shall retain, as liquidated damages the bidders bond, cashiers' or certified check.
5. That this proposal may be withdrawn upon written request made to the Purchasing Manager of the City of Carson anytime prior to the opening of proposals by the City Clerk of the City of Carson.
6. That this proposal may not be withdrawn for a period of ninety (90) days after proposals have been opened by the City Clerk of the City of Carson.
7. That the Proposer will, if awarded a contract by the City Council, enter a contract and provide a performance bond, cashiers' or certified check in the amount of \$100,000 payable to the City of Carson within thirty (30) days of the award of contract.
8. That the City of Carson reserves the right to reject any or all proposals and to take any action considered to be in the best interest of the City of Carson.
9. That the City of Carson reserves the right to reject any proposal received late and to return it unopened to the sender.
10. That all of the information contained in or supplementing this proposal is true and correct to the best of Proposer's knowledge.

Linda Loaeza  
Name  
Jay's Catering  
10581 Garden Grove Blvd  
Address Garden Grove, CA  
92843

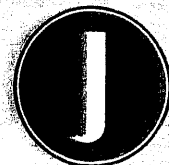
Linda Loaeza  
By

9/29/10  
Date  
714-636-6045  
Telephone  
CEO, President  
Title

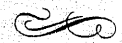




**J**  
**JAY'S**  
*J*  
JAYSCATERING.COM

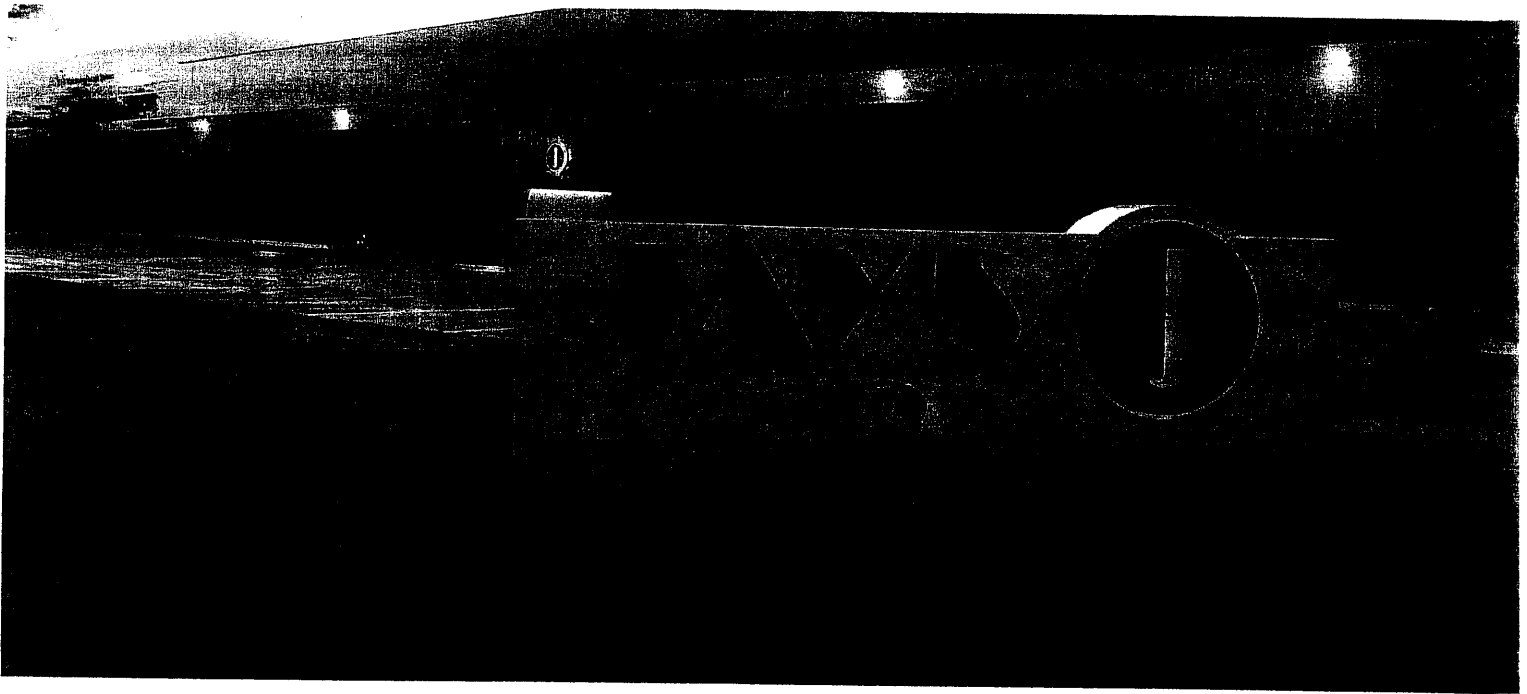


**JAY'S**



A Fine Cuisine and  
Special Event Company

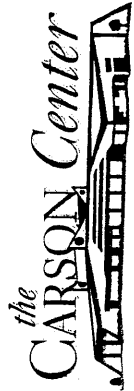




**EXHIBIT D**

**DEPICTION OF FACILITIES AT THE CENTER**

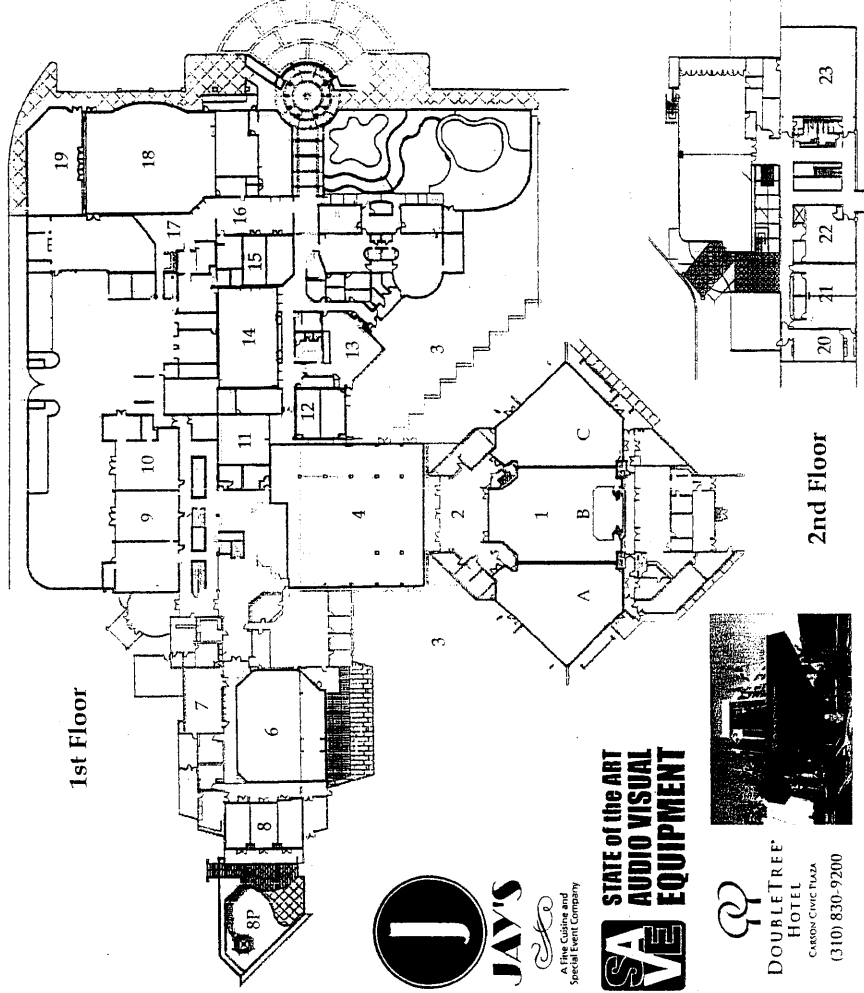
(Diagram showing the Facilities at the Center begins on the following page.)



Trade Shows • Conferences • Board Meetings • Holiday Parties • Fund-Raising Events • Wedding Receptions • Banquets

ROOM	CAPACITY	CHAIRS	ROOM DIMENSIONS	SEATING DIMENSIONS	SEATING	STANDING	STAIRS	RESTROOMS	TOILETS	SHOWERS	LOCKERS	STORAGE	OTHER
Community Hall ABC	11950		65' X 184'	30'	1,000	1,200	800	60	67				74
Hall AB or BC	7740		120' X 60'	30' / 12'	550	750	500	38	42				48
Hall A	4210		64' X 60'	30' / 12'	250	350	200	21	23				26
Hall B	3530		65' X 55'	30'	300	400	300	17	19				21
Hall C	4210		64' X 60'	30' / 12'	250	350	200	21	23				26
Community Hall Lobby	1500		30' X 50'	30'				7	8				9
Patos A & C	2500		50' X 50'	Unl.	250	300	N/A	12	14				15
Garden Court (Column Area)	2925		65' X 45'	30'	250	300	N/A	14	16				18
Garden Court (Brick Area)	1334		46' X 29'	30'	120	150	N/A	6	7				8
Entire Atrium	8170		95' X 86'	30'	200	400	N/A	41	45				50
West Wing Lounge	1660		49' X 34'	20' / 8' 9"	180	80	N/A	8	9				10
Multi-Purpose Room 111	1032		43' X 24'	8' 9"	70	70	50	5	5				6
Meeting Room 107 ABC	1440		48' X 30'	8' 9"	100	120	80	7	8				8
107 ABC Patio (Approx. Sq Ft.)	3053		43' X 72'										
Multi-Purpose Room 116	1320		40' X 33'	13' 4"									
Multi-Purpose Room 117	1280		40' X 32'	13' 4"									
Meeting Room 133 C	180		15' X 12'	8' 9"				N/A	N/A				N/A
International Room 132 AB	1025		32' X 32'	8' 9"	54	88	72	N/A	N/A				N/A
East Wing - Adult Lounge	864		24' X 36'	12' / 8' 9"	50	75	50	4	4				5
East Adult Activity Room	2330		34' X 63'	9'	200	200	120	12	13				14
Meeting Room 122 ABC	1440		48' X 30'	8' 9"	100	120	80	7	8				8
Carson-Dominguez Lobby	1100		47' X 23'										
Carson-Dominguez Transition Patio	908		40' X 20'										
Carson-Dominguez Ballroom	5260		52' X 101'	18'	350	500	325	25	29				32
Carson-Dominguez Patio	1740		58' X 30'										
Executive Conference Room 212	720		18' X 40'	8'	25	18	N/A	N/A	N/A				N/A
Meeting Room 206	841		29' X 29'	10' 6"	50	80	50	N/A	N/A				N/A
Meeting Room 209 AB	1120		35' X 32'	10' 6"	60	80	50	5	6				6
Dance Room 201	2116		46' X 46'	12' / 9'	175	180	150	11	12				13

Capacities Reflect The Maximum. Actual Capacities May Vary Depending On Room Set-up And Technical Requirements Of Each Event.



DOUBLE TREE HOTEL  
CARSON-CIVIC PLAZA  
(310) 830-9200

Please call (310) 835-0212 or visit us at [www.carsoncenter.com](http://www.carsoncenter.com) • 801 E. Carson St., Carson, CA 90745

**EXHIBIT E**

**INDEMNIFICATION AND HOLD HARMLESS AGREEMENT  
AND WAIVER OF SUBROGATION AND CONTRIBUTION**

Indemnitor(s) (*list all names*):           MASTROIANNI FAMILY ENTERPRISES, LTD., a  
California Limited Partnership d/b/a JAY'S CATERING

To the fullest extent permitted by law, Indemnitor hereby agrees, at its sole cost and expense, to defend, protect, indemnify, and hold harmless the City of Carson and the Carson Redevelopment Agency and their respective elected officials, officers, attorneys, agents, employees, volunteers, successors, and assigns (collectively "Indemnitees") from and against any and all damages, costs, expenses, liabilities, claims, demands, causes of action, proceedings, expenses, judgments, penalties, liens, and losses of any nature whatsoever, including fees of accountants, attorneys, or other professionals and all costs associated therewith (collectively "Liabilities"), arising or claimed to arise, directly or indirectly, out of, in connection with, resulting from, or related to the above-referenced contract, agreement, license, or permit (the "Agreement") or the performance or failure to perform any term, provision, covenant, or condition of the Agreement, including this indemnity provision. This indemnity provision is effective regardless of any prior, concurrent, or subsequent active or passive negligence by Indemnitees and shall operate to fully indemnify Indemnitees against any such negligence. This indemnity provision shall survive the termination of the Agreement and is in addition to any other rights or remedies which Indemnitees may have under the law. Payment is not required as a condition precedent to an Indemnitee's right to recover under this indemnity provision, and an entry of judgment against an Indemnitee shall be conclusive in favor of the Indemnitee's right to recover under this indemnity provision. Indemnitor shall pay Indemnitees for any attorney's fees and costs incurred in enforcing this indemnification provision. Notwithstanding the foregoing, nothing in this instrument shall be construed to encompass (a) Indemnitees' sole negligence or willful misconduct. This indemnity is effective without reference to the existence or applicability of any insurance coverages which may have been required under the Agreement or any additional insured endorsements which may extend to Indemnitees. Accountants, attorneys, or other professionals employed by Indemnitor to defend Indemnitees shall be selected by or subject to the approval of Indemnitees.

Indemnitor, on behalf of itself and all parties claiming under or through it, hereby waives all rights of subrogation and contribution against the Indemnitees, while acting within the scope of their duties, from all claims, losses and liabilities arising out of or incident to activities or operations performed by or on behalf of the Indemnitor regardless of any prior, concurrent, or subsequent active or passive negligence by the Indemnitees.

Indemnitor, on behalf of itself and all parties claiming under or through it, hereby waives all rights of subrogation and contribution against the Indemnitees, while acting within the scope of their duties, from all claims, losses and liabilities arising out of or incident to activities or operations performed by or on behalf of the Indemnitor regardless of any prior, concurrent, or subsequent active or passive negligence by the Indemnitees.

In the event there is more than one person or entity named in the Agreement as an Indemnitor, then all obligations, liabilities, covenants and conditions under this instrument shall be joint and several.

“Indemnitor”

Name \_\_\_\_\_

Name \_\_\_\_\_

By: \_\_\_\_\_

By: \_\_\_\_\_

Its \_\_\_\_\_

Its \_\_\_\_\_

**EXHIBIT F**

**LISTING OF FOOD SERVICES EQUIPMENT**

**MAIN KITCHEN – FOODSERVICE EQUIPMENT**

To Be Provided By the Congresswoman Juanita Millender-McDonald Community Center

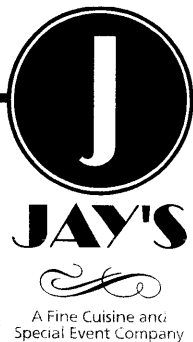
<u>ITEM</u>	<u>DESCRIPTION</u>	<u>QUANTITY</u>
1.	Wolf Ovens	3
2.	Wolf Convection Ovens	6
3.	Wolf Grill	1
4.	Wolf Six-Burner Range	2
5.	Groen Steamer	1
6.	Wolf Super Char-Broiler	1
7.	Hobart Dishwasher with Soft Water Converter	1
8.	Wilbur Curtis Coffee Makers – owned by Sara Lee	4
9.	Hoshizaki Ice Machine	1
10.	Ice-O-Matic Ice Machine (West Wing – 107 Storage)	1
11.	9'X12' Walk-In Refrigerator	1
12.	Beverage – Air Reach-In, 2-Door Freezer	1
13.	Heavy Duty Garbage Disposal	1
14.	2 Compartment Pot Sink	1
15.	Stainless Dish Cleaning and Rack Table	1
16.	F.W.E. 120 Plate Capacity Electric Hot Boxes	1
17.	Stainless Queen Mary	1
18.	Stainless Rolling Work Tables	4
19.	12' Stainless Worktable with 1 Drawer and 1 Compartment Sink, Dish Storage (In Storage)	1
20.	18' Stainless Worktable with 6 Hole Steam Compartments and Dish Storage (In Storage)	1
21.	Metro Heated Banquet Cabinets (160 Plate Capacity)	2

**EXHIBIT F**

**LISTING OF FOOD SERVICES EQUIPMENT**

EAST WING – FOODSERVICE EQUIPMENT  
To Be Provided By The Congresswoman Juanita Millender-McDonald Community  
Center

ITEM	DESCRIPTION	QUANTITY
1.	U.S. Range – Griddle/Deep (Gas)	1
2.	U.S. Range – Medium Duty Range with Six Open Burners (Gas)	1
3.	U.S. Range – Summit Gas Convection Oven – Double Deck	2
4.	Exhaust Hood with Fire Protection	1
5.	Amana Radarange – Heavy Duty Microwave Oven Wall Mounted	2
6.	Hoshizaki – Ice Maker and Storage	1
7.	Insulated Heated Stainless Steel Banquet Cart	2
8.	Panco Carrier Racks	2
9.	Mid Line Automatic Coffee Urns	1
10.	Walk-In Cooler	1
11.	Free Standing Freezer & Refrigerator (Seniors)	1
12.	Raypack – Gas – Water Heater Booster	1
13.	Stero – Dish Sanitizer	1
14.	Clean Dish Table	1
15.	Slant Shelf with Drain at Dishwashing Area	2
16.	Vapor Hood at Dishwashing Area	1
17.	Soiled Dish Space with Disposal and Pre-rinse Faucet	1
18.	Wire Shelving Unit (for walk-in cooler)	2
19.	SS – Pot Rack Shelf	1
20.	SS – Prep Table with Sink	1
21.	SS – Wall Shelves and Under Shelf at Prep Table Area	1
22.	SS – Hand Sinks with Soap and Paper Towel Dispensers	1
23.	SS – Preparation Tables	2
24.	SS – Cabinets in Coffee Room Area	1
25.	SS – Coffee Urn Stand/Table Area	1
26.	Mop/Floor Sink	1
27.	3-Compartment Sink	1
28.	SS – Utility Sink	1



November 30, 2011

City of Carson  
3 Civic Center Plaza  
Carson, CA 90745

RE: City Contract with Jay's Catering

Dear City Manager David Biggs:

As you know, the City Staff has been negotiating with Jay's Catering exclusively for the past few months to offer a mutually beneficial Contract for Catering Services at the Carson Community Center. The Council will be presented with the Staff report recommending this Contract and asks for The Council to vote in favor of this contract at the December 6, 2011 Council meeting.

The goal and vision that Jay's Catering has for the Carson Community Center has been the cornerstone of these negotiations. We decided "to go big or go home." When the Council asked us last December to prepare our "last, best and final offer", we took this request very seriously as we have with prior proposals.

We offered a Capital investment/Marketing concept in January, that would put the Carson Center "on the map" as the premiere Wedding venue in the South Bay area. Our Capital investment offer of over \$ 113,000 to create three new wedding ceremony sites on the landscaped grounds of the Center will not only generate additional revenue in the conservative figures of \$ 250,000 in facility rental fees over the term of the contract, but will also bring in additional catering revenue to the Center. The beautiful new outdoor event space will allow hundreds of residents, guests, and prospective clients to enjoy the Center and by word of mouth and creating a buzz, attract more prospective business.

Although we would have preferred the opportunity to take each of you on a tour of the landscaped grounds and present our vision and concept, we have prepared the enclosed inspiration boards showing how we envision these three distinctive outdoor wedding venues.

10581 Garden Grove Blvd.  
Garden Grove, CA 92843

714.636.6045

800.585.6045

714.636.4169 (f)

[www.jayscatering.com](http://www.jayscatering.com)



We have developed and implemented models for this concept several times very successfully. We have found that Brides overwhelmingly prefer outdoor wedding sites and reception areas. Bella Collina and Coto Valley Country Club as well as Serra Plaza are three examples, wherein Jay's partnered with landlords both financially and with marketing support to turn these venues into successful Wedding venues.

**Because Jay's Catering is so convinced that the outdoor wedding venues at The Carson Center will be successful, we are willing to pay for the capital improvements to build it, and most importantly The City will retain 100% of the newly built facility rental income.**

The City of Carson has a "jewel" in the Carson Community Center, and our goal in partnering with the City is to restore that image and reputation in the Center. This is not going to be accomplished with a Caterer helping to paint or fix a few tables and chairs, or add cold storage. We need to create a whole new image, vibe and demand for the Center. The three proposed Wedding Ceremony sites would accomplish that and generate additional revenue as well!

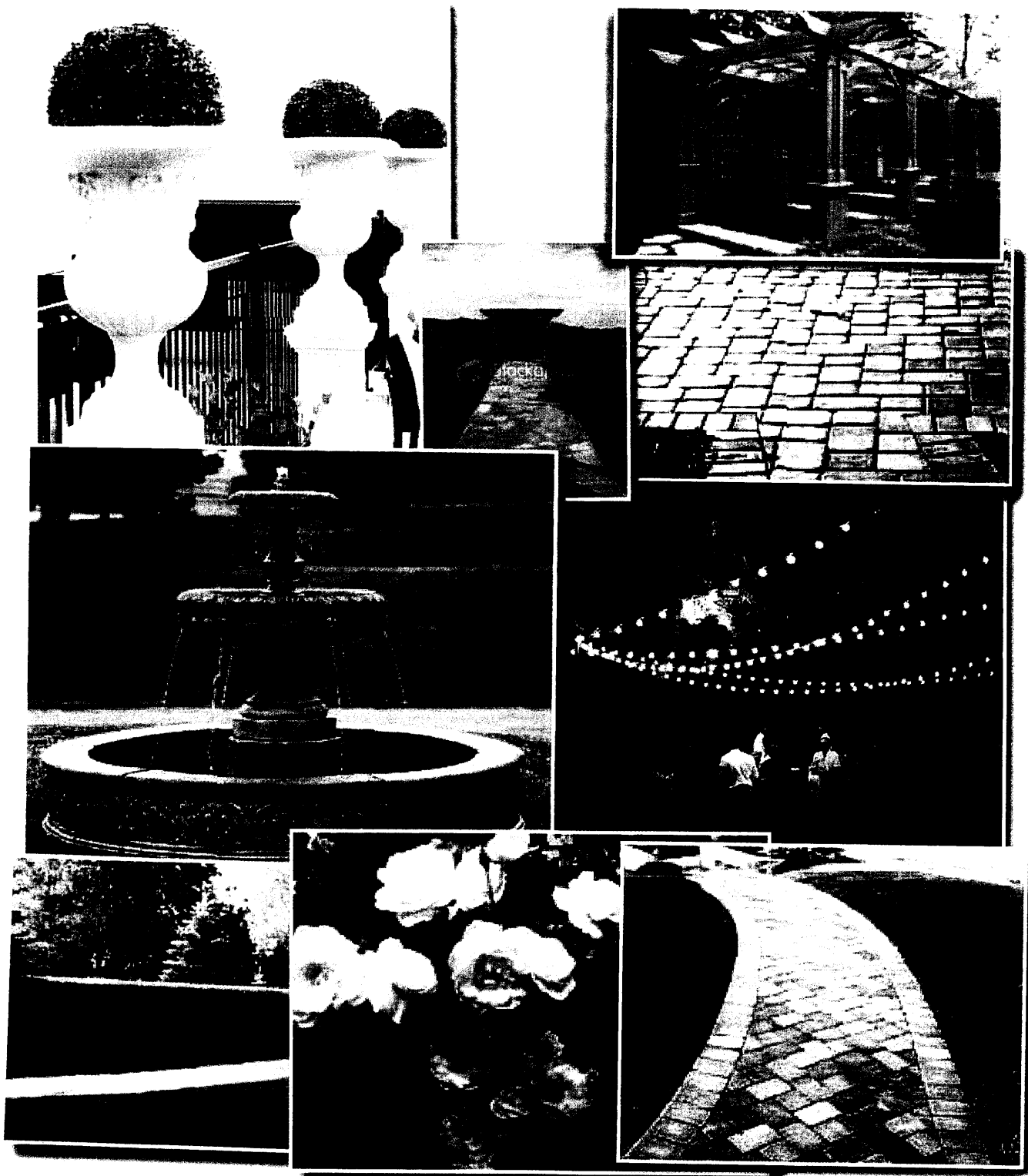
We realize you are very busy, but we are asking that you please take the time to peruse our forward thinking proposal before the Council meeting. If you have any questions, we welcome the opportunity to speak to you.

Sincerely,



Linda Loaeza,  
CEO

# Carson Inspiration Board



Site Map



## **The International Sculpture Garden** *(Accommodates up to 400)*

Create a garden wedding setting on the West lawn and an outdoor event area on the adjacent patio. This location provides rolling grass and tree-covered hills as a backdrop, a rose garden filled with white iceberg roses, blooming jacaranda trees, and a natural stone pathway leading to a stately grand pergola. This is the perfect site for a large garden wedding on the lawn. After the ceremony your guests are invited over to the Salon Patio, where market lights and paper lanterns are hung, for cocktails and appetizers as the sun slowly sets. Once you have completed your photographs, your guests are welcomed into the Grand Ballroom for the festivities. If it is a beautiful summer evening, you have the opportunity to dine with your guests on the Salon Patio.

### **Capital Improvements:**

1. Create a natural stone/paver pathway/aisle leading to a ceremony area \$16,000
2. Install a permanent stone pergola as a ceremony backdrop \$10,000
3. Purchase 400 White Resin Café Vienna Chairs \$6,000
4. Create an outdoor reception/cocktail area on the adjacent patio by adding market lights to enhance the area for evening events \$4,000
5. Landscaping and flowers \$3,000

## **The Courtyard Garden** *(Accommodates up to 400)*

Create a courtyard ceremony/event setting on the East patio. This location provides a grand, private, courtyard plaza for your ceremony. Lush landscaping, flowering trees, and a charming water feature add to the beauty of the courtyard. The glass and iron wall create the perfect backdrop as the sun shines through the atrium. This is the perfect site for a large wedding or smaller wedding with an outdoor courtyard reception. After the ceremony guests are invited to enjoy cocktails and appetizers in the courtyard as you have your photographs taken around the property. The guest are then invited into the Grand Ballroom for dining and dancing. The courtyard is also perfect for dining al fresco. If it is a lovely summer evening, you might want to consider the courtyard for dining and dancing under the stars.

### **Capital improvements:**

1. Enclose the patio area with a 100' pivot hedge wall lined with white Iceburg Roses to create a large private courtyard \$5,000
2. Purchase two large stone columns and urns for ceremony focal point \$2,000
3. Landscape and Flowers \$3,000
4. Add a fountain/water feature \$6,000.
5. Purchase 400 White Resin Café Vienna Chairs \$6,000

## **The Meditation Garden** *(Accommodates 125)*

This is a garden that currently exists at The Civic Center. This location provides a secret, secluded, sunken garden draped with weeping trees. Vine covered walls, flowerbeds, and a sprawling lawn enhance this romantic setting. This is the perfect site for an intimate wedding. After the ceremony guests are invited to enjoy cocktails and appetizers in the adjacent rose garden. After your photos have been taken, your guests are welcomed over to one of the Carson Center's ballrooms for dinner and dancing.

### **Capital improvements:**

1. Purchase two large stone columns and urns for ceremony focal point \$2,000
2. Purchase 125 White Resin Café Vienna Chairs \$2,000

## **The West Wing**

????????????????????????????????

### **Capital improvements:**

1. French Doors \$25,000 to 35,000

**Total Capital Improvements \$100,000**



## **Projected Revenue from Capital Improvements**

Our proposed capital improvements will not only enhance the desirability of the Carson Community Center as a wedding venue, it will create multiple new locations for venue rentals.

Below is a list of recommended rental rates the city of Carson could charge for these locations based on our experience and knowledge of competitive rates in the area.

### **The Meditation Garden**

Ceremony only rental fee \$1,000

Ceremony Site Rental (with booking of Reception Room) \$600

### **The International Sculpture Garden**

Ceremony only rental fee \$1,500

Ceremony Site Rental (with booking of Reception Room) \$1,000

Ceremony Site and Outdoor Reception rental fee \$2,500

### **The Courtyard Garden**

Ceremony only rental fee \$1,500

Ceremony Site Rental (with booking of Reception Room) \$1000

Ceremony Site and Outdoor Reception rental fee \$2,500

Our conservative estimate of the additional rental revenue recieved directly to the City for the bookings of these three venues over the course of the five year contract is an additional \$268,000 to the City.

We anticipate that once these Wedding venue sites grow in popularity based on continued marketing exposure, we will be able to increase the rental fees and future years revenue will be even higher.

This does not factor the increase in catering sales resulting from increase wedding bookings from brides that would have passed on the Carson Community Center due to a lack of ceremony sites.

# Bella Collina

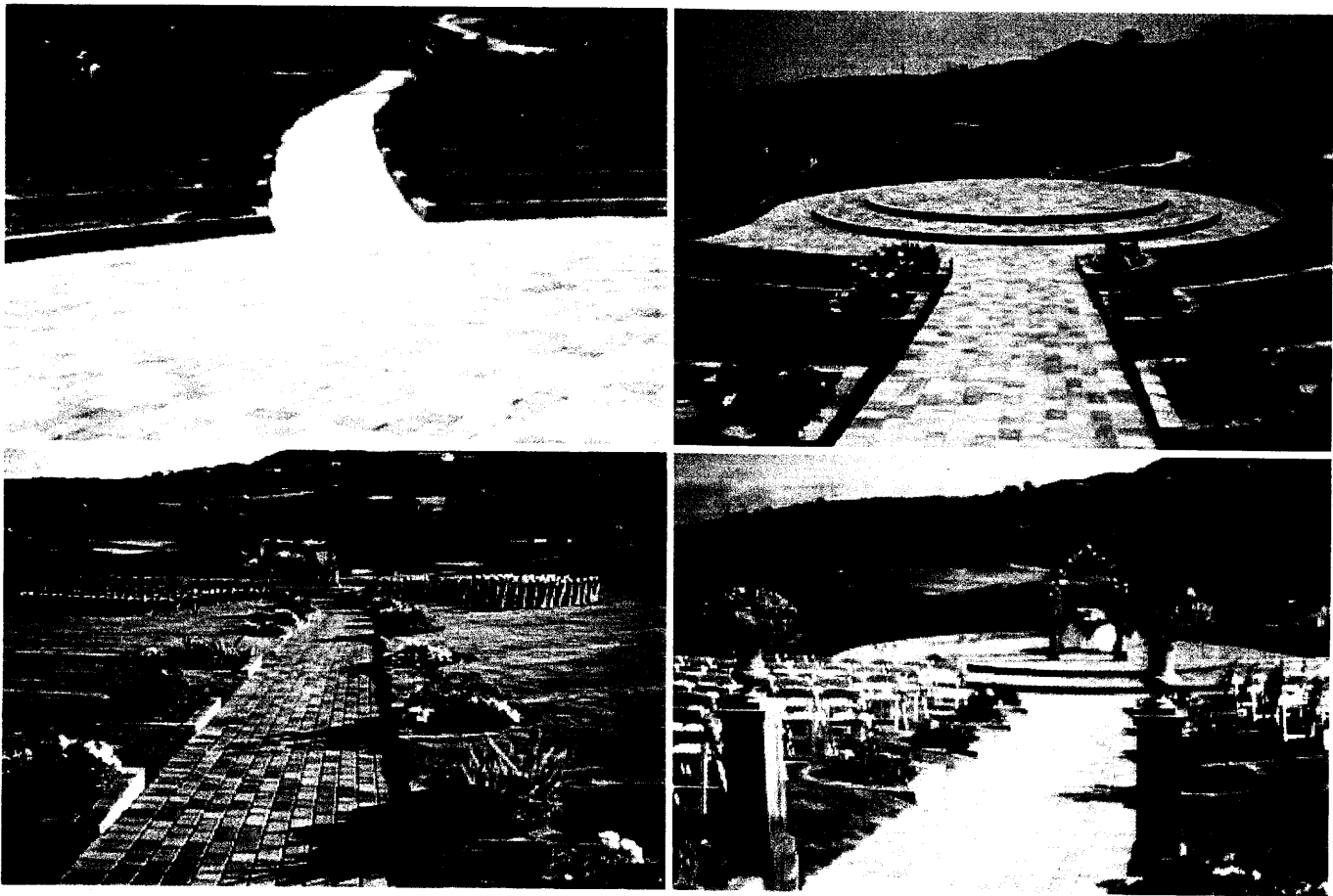
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## The development of Bella Collina

The former Pacific Golf Course filed for bankruptcy and was purchased by several investors, and re-opened as Bella Collina. These investors wanted to create an outdoor space for weddings.

We came along side them advising in the creation of an outdoor amphitheater. We played a role in developing the vision of a terraced space, pathways, direction of focal points, selection of stone products and landscaping. We then developed a competitive pricing structure for events. We set up photo shoots with models, florists, hair and make-up artists, rentals and linens, gowns, and photographers. These images were then used for promotional purposes. Recommendations were made on both online and print advertising.

This property now hosts the most unique, one of a kind, outdoor ceremony spaces in California. Bookings for the first year have met and exceeded expectations and we are looking forward to an even better 2011.



# Annual Marketing Budget

## Marketing Plan

An element to Jay's success within the catering community is its full-scale approach to marketing. Assessing and analyzing our client/partner's ever changing needs is our highest priority. All forms of advertising and marketing mediums and the rapidly growing social media platform are utilized to their full extent and print is used to enhance and reinforce our campaigns.

Jay's Catering believes in becoming a part of the community by getting involved and giving back. Partnering with Carsons non-profit organizations and community service organizations builds goodwill, a stronger community, and a direct connection with the people of Carson.

Most of Jay's Marketing Plan has a price tag, however some of the most valuable components are priceless. This includes Jay's sizable sales staff, who is experienced, personable, and always staying on top of the latest trends with industry education. Jay's web presence, which encompasses a highly ranked website and a highly trafficked blog, is unlike any other caterer nationally. Lastly, Jay's relationships with industry professionals is a priority, not only for continued growth but to continue building a superior reputation. Jay's is not only a member of the most prominent industry organizations, they are a part of them, serving as leaders and board members. This network is invaluable to Jay's and all of the businesses it partners with.

Below is a concise overview of how Jay's Catering proposes to market and support The Carson Community Center

## Advertising \$10,000

Jay's will create an ad campaign and purchase advertising specifically for The Carson Center. This is to include but not limited to; The Knot, Wedding Compass, Wedding Wire, Wedding Bee, Martha Stewart Weddings, Project Wedding, The Wedding Chicks, The Gathering Guide and local publications.

## Marketing Collateral and Menus \$10,000

Jay's will create and produce Marketing collateral, which consists of printed materials that describe, feature, and sell The Carson Center. This will include but not limited to; a brochure, fact sheet, press release, and other printed materials to be distributed within the community. Special menus will be created and printed for Carson. To support the menus, a Sample Proposal will be created and printed as a sales tool to aid in bookings.

## Event Tastings \$22,000

Bi-monthly Event Tastings will be held at The Carson Center for booked and potential clients. The rooms will be dressed and set just as a client would see it on the day of their event. These tastings are a great opportunity for Jay's and Carson to showcase the venue, its cuisine, and its possibilities. This is also a great sales tool that aids in the booking of events.



## **Annual Marketing Budget** (Cont.)

### **Venue Concierge \$5,000**

Jay's Venue Concierge is a free service unique to Jay's Catering. Potential clients are matched to venues that meet their needs and requirements utilizing Jay's proprietary software and database. Potential clients fill in an online form and a personalized list of venues, including links to websites, is provided to them. Follow up calls, emails and "hand holding" is provided by our Venue Concierge to ensure the client is matched to the perfect venue. Our Venue Concierge will refer potential clients to the Carson Center.

### **Corporate Sales Team \$5,000**

Jay's Corporate Sales Team, whose concentration is pursuing new business accounts and servicing current clients, enhances Jay's diverse sales staff. Backed by corporate delivery sales of \$3 million in 2010, Jay's Corporate Team has a proven track record of success. Outside sales will be targeted by the Corporate Sales Team, who will research businesses in the area and pursue prospective leads, thus resulting in an increase of revenues for The Carson Community Center.

### **In-House Photography \$5,000**

Another service unique to Jay's Catering is its In-House Professional Photographer. This service provides Jay's with high quality images to promote venues, events, and the latest creations. In a visually driven industry this is crucial. The Carson Center will benefit directly from this service, as our In-House Photographer will attend events at Carson, in order to capture images to use for promotional materials, blogging, and publicity.

### **Public Relations and Community Outreach \$25,000**

Jay's Catering will build awareness and interest, within the community, and increase the flow of information to the public for The Carson Community Center. This will be accomplished by sending press releases to journalists and placing stories in print and on the Internet, with a focus on obtaining media exposure through effective communication.

Jay's has a history of supporting service organizations within its community by partnering in the production of their events and fundraising efforts. Whether Senior Groups, City Organizations, or Boys and Girls Club, Jay's looks forward to supporting the community groups involved at The Carson Center

### **Jay's Web Presence (Priceless)**

Jay's maintains a highly ranked, attractive, user friendly website and adds content weekly. As an exclusive venue, The Carson Center will receive premier positioning and exposure to maximize search-ability and exposure. Google "Catering" and see for yourself.

### **Professional Associations (Priceless)**

Jay's actively participates and is a member of the most prominent and popular industry associations. We have found that people do business with those they know and like. Connecting and developing relationships with wedding and event planners is just as important to us as following industry trends. Our involvement in WIPA, ISES, ABC, NACE and MPI strengthens our presence in the event industry.

## **\$82,000 Annual Marketing Budget**

204

## **Additional Statup Marketing Expenses Upon Completion of the New Wedding Center**

### **Professional Photo Shoot \$10,000**

Jay's will set up a photo shoot at The Carson Center with designers, stylists, models, florists, hair and make-up artists, rentals, linens, gowns, and photographers. These images will then be used for promotional purposes. Including; website enhancement, online marketing and print advertising.

### **Social Marketing \$30,000**

Jay's is an industry leader in Social Marketing. We have found that most consumers utilize technology when shopping. Brides are no different. In fact, today's bride is well versed in searching and shopping via the Internet. Our Social Marketing Strategies for The Carson Center include, but are not limited to:

#### **Blog**

Jay's is an innovator and industry leader when it comes to blogs. In creating a blog for Carson the primary focus is to drive traffic to the venue, create a presence within the event community and increase sales. Our in-house photographer attends many of the events in order to capture the design and story of the event. These stories in dramatic photographs are shared on the blog to increase exposure and showcase the potential of the venue. We also submit these events to other blogs for even more exposure within the community.

#### **Facebook**

In creating a Facebook page for Carson it opens up a forum to communicate with industry professionals, clients and potential clients. This is a successful tool for relationship building. A substantial amount of website traffic comes from Facebook.

#### **Twitter**

We will create and maintain a twitter account for Carson. This creates an open dialogue with industry professionals and potential clients. Traffic is constantly being directed back to the website or blog. This is probably the fastest growing form of marketing and communication. The best part about Twitter is "it's what's happening right now." It's a great tool for getting information out immediately.

