



Palms Grill Cafe

Palms Grill Café Business Plan/Proposal

Applicants interested in leasing/managing the Palms Grill Café must prepare and submit a Palms Grill Café Business Plan/Proposal.

Please complete the information below, following the timeline noted, then submit this cover sheet along with your Palms Grill Café Business Plan/Proposal for review to the Atlanta Public Library Board of Trustees, the Lessors of the Palms Grill Café.

Your Plan/Proposal can be submitted via USPS or email using the following mailing/emailing information:

Atlanta Public Library Board of Trustees
Post Office Box 166
Atlanta, Illinois 61723

Or

wthomas@teleologic.net

Applicant Information:

Name: _____

Address: _____

Phone: _____

Email: _____

Timeline:

March 20, 2013 – Business Plan/Proposal due.

March 27, 2013 – Business Plan/Proposal Presentation to Board of Trustees

April 3, 2013 – New Leaseholder/Manager of the Palms Grill Cafe Selected

May 1, 2013 – Palms Grill Café lease begins and property available to move into/begin operations

Business Plan/Proposal Instructions:

Please review each of the categories below, then use them as the template to create your business plan/proposal for leasing/managing the Palms Grill Café.

Executive Summary

State your overall reason for wanting to lease/manage the Palms Grill Cafe. Also describe the vision you have for what you want the Palms Grill Café to be.

Professional Training/Experience/Qualifications

List and describe the professional training and/or experience you have that you believe will make you an effective manager of the Palms Grill Café. Also note any professional licenses or certifications (such as food handler's) you currently hold or will hold by 5/1/13.

Concept of Operations

Describe how you plan to operate the Palms Grill Café. Address such items as: days/hours of operation, menu, ensuring cleanliness, meeting health department standards, and vendors you will use. Note: The Palms Grill Café is designed to recreate what it would have been like to stop and eat at a small town, Rt. 66 café in the period 1935-40. This ambience/experience is what draws tourists to the café. Describe the steps you will take to ensure this "historical experience concept" is maintained at the Grill.

Marketing Strategies

List and describe the kinds of things you will do to attract people to the Palms Grill Café via actively marketing and publicizing it.

Financial Factors

Describe how/why you are financially prepared to manage the Palms Grill Café.