

CITY OF CARSON RFP No. 22-013

**On-Call Catering
Services for Carson
Event Center**

Submitted by:

**Choura Venue Services
DBA: Grand Food & Beverage**

Choura
V E N U E S E R V I C E S

Submission Date: August 12th, 2022

August 8th, 2022

To Whom It May Concern,

Thank you for the opportunity to present this proposal as a response to the RFP for On-Call Catering Services for the Carson Event Center.

Our contact information is:

Choura Venue Services
4101 E. Willow Street
Long Beach, CA. 90815
(562) 426-0555

All communication for the RFP will be handled by our Vice President who is authorized to contract on behalf of Choura Venue Services:

Dan D'Sa
4101 E. Willow Street
Long Beach, CA 90815
(562) 682-1174 (cell)
dan@grandfandb.com

Our corporation is in good standing with the California Secretary of State.

On behalf of the Choura family and our 65 full time event professionals, we truly appreciate this opportunity.

Best Regards,

Jim Choura
President, Grand – Choura Venue Services and Grand Food & Beverage

4101 E. Willow St
Long Beach, CA 90815
office 562.426.0555
fax 562.492.9748

Daniel D'Sa
1451 Greenbrier Way
Long Beach Ca. 90815
Cell (562)682-1174
dandsa2001@yahoo.com

Education:

Long Beach Community College - A.A. 1992
CSULB - B.A. Business / Communications
3 Year member of DECA (Sales and Marketing group)

Experience:

Choura Venue Services Long Beach Ca, 11/13 - Present
Director

-Responsible for all divisions of the company. Work directly will all division heads and managers to ensure successful events. Manage vendor relations and product developments. By working directly with all aspects of the company myself and the management team were able to increase profits by 53% in 2 years.

Total Network Solutions Long Beach, Ca 11/10 - 11/13
Director of New Business

-Responsible for all new business growth. Also responsible for the overseeing of all projects and upgrades to existing and new clients IT infrastructure. In two years I was able to grow the company's revenue by 53%.

La Bella/ Dean Anthony/ Bella Salon/ Joe Jost's Long Beach, Ca 12/08 - 10/10
Marketing Director

- Responsible for all marketing including, website management, social media representation, print advertising, bookings for social and charity events.

Yellow Book/ Google USA, Long Beach, Ca 04/05 - 11/08
Account Executive

- Responsible for managing accounts in the Southern California territory
- Managed key accounts and maintained relationships for future advertising campaigns
- Exceeded all monthly sales objectives consistently
- Ranked #1 in the region for new business sales
- Member of the organizations Presidential Achievement Club, to be a member one has to be ranked nationally in the top 10% for new business sales
- Invited to participate in Yellow Book's Mentoring and Leadership programs

LBL Group, Los Alamitos, Ca 01/03 - 03/05
Marketing Executive

- Responsible for managing new clients and growing the organizations new business

- Supervised 5 employees; managed their daily goals, new business revenue and maintained excellent relations in customer service with existing accounts
- Developed health insurance scripts for the sales team that were utilized when they were prospecting for new business
- Exceeded all sales goals that were set for me

M5 Marketing and Sales Group, Corona Del Mar, Ca 10/00 - 11/02

Sales Manager

- Managed the outside sales force
- Responsible for delegating territory assignment
- Organized the organizations presence at national trade shows
- Worked directly with the sales force to maximize the organizations new business potential

Illustrated Graphics Communication, Huntington Beach Ca, 06/96 - 09/00

Advertising Sales

- Managed the publications largest advertisers
- Supervised the publications in-house telemarketing sales force
- Created sales scripts for the sales force and monitored their success
- Established the organizations largest advertisers to date (Good Year Tire Co, Dick Cepeck off road, MHT Alloy Wheel Co)

Ruben Gonzalez
3535 Cherry Ave.
Long Beach Ca. 90805
562-706-6703

Education: Culinary Institute San Francisco

Experience:

1998 – Present: Executive Chef Choura Venue Services

Designed and launched all aspects of successful menus for the company. My further efforts include designing plate, appetizer and tray presentation that have furthered the company's popularity and client expectation. I as well work with the operations division to ensure all events are planned and executed perfectly.

1991 – 1998: Executive Chef Old Ranch CC.

Managed all kitchen staff. Created customized menus for special events and weddings. Developed, trained and implemented new cooking styles and recipes. Developed and maintained vender relations.

1985 – 1991: Lead Chef Eldorado Golf Course

Lead chef for a high volume golf course. Executed breakfast, lunch and dinner services. Prepared food for special events. Assisted the Executive Chef with day to day management of the kitchen.

Rachael A. Barcza

6 Tappan Zee Lane

Longwood, FL 32750



407-506-2624



rachaelbarcza@gmail.com

EDUCATION

University of Florida

Gainesville, FL

32611

- Bachelor of Science in Recreation, Parks, and Tourism with a specialization in Event Management and a Minor in Business Administration
- Graduation: August 6, 2011
- Overall UF GPA: 3.95

WORK EXPERIENCE

Choura Venue Services

Long Beach, CA

90815

November 2013-Present

- *Starting Position- Office Coordinator [Nov 2013-May 2015].* Managed the front desk including but not limited to answering all incoming calls, walk-ins, and web leads, taking payments, maintaining database and sending weekly reports. Managed several repeat client accounts, planning their catering and setup and handled all details of their events. Assisted sales team and management with any tasks requested.
- *Current Position- Director of Administration [June 2015-Present].* Manage all incoming invoices and enter into QuickBooks for payment. Structure sales goals and calculate future and actual commissions for sales team. Keep Accounts Receivable and Accounts Payable up to date. Handle bank deposits, vendor payments, printing checks and petty cash. Pull revenue forecasts, weekly reports and overall financials of the company. Coordinate calendars of upper management and perform any requested tasks.

Go Get It Events

Hollywood, CA

90038

July 2013-October 2013

- Event Intern. Assisted owner, Jenifour Jones, with all aspects of planning ongoing events as well as on site assistance with set up and coordination.

Barr Display

Orlando, FL

32808

September 2011-November 2013

- Sales Associate. Sold store fixtures. Managed client accounts and relationships. Also served as Head of Customer Service and Marketing/Web Assistant. Updated website with photos, new products and SEO optimization.

SKILLS & APTITUDES

- Proficient in Microsoft Office including Outlook, Word, Excel, and PowerPoint
- Proficient in QuickBooks
- Proficient in Caterease Software
- Excellent time management and written and oral communication skills
- Highly detail oriented, organized, dependable, responsible, adaptable, and loyal
- Strong work ethic, problem solving skills, and ability to learn quickly
- Self-Starter & Team Player
- Ability to work with different operating systems including Windows and Mac OS
- Typing: 80 wpm

Carlos Gutierrez

3045 E Delta Ave Long Beach CA 90810

(562)481-4791

carlos@grandfandb.com

Director of Operations

Responsible for all events at the Carson Event Center. Work directly with clients to ensure they have a great event experience from beginning to end. Responsible for managing all catering Staff from Sales to Banquet Servers and Kitchen Staff.

EXPERIENCE

Lead Server, Chart House – 2009-2011

Responsible for training new wait staff and ensuring that all guests had a pleasant experience.

Banquet Server, The Grand F&B – 2010-2011

Responsible for setting up events and creating a great experience for all guests. Created events at offsite locations.

Event Captain, Choura Venue Services – 2011-2013

Responsible for leading a team of Banquet servers and creating an event from set up to breakdown. Working with chefs to assure food quality and timeliness.

Assistant Director of Operations, Choura Venue Services 2013-2015

Supervising multiple events at once. Assisted the Director in ordering and budgeting. Accountable for ensuring that labor percentages were met.

Director of Operations, Choura Venue Services 2015-Present

Responsible for all staff at Choura Venue Services at the Carson Center. Accountable for all budgets and labor. Also responsible for creating events with new and existing clients. Assisted all clients in creating the best menus for their event. Responsible for creating a friendly and safe work environment for all staff.

EDUCATION

Cypress City College -2010

Maria Plata

mplata@grandfandb.com

Sales Coordinator

Responsible for guiding clients and creating events from beginning to end

EXPERIENCE

Banquet Server, Choura Venue Services – 2016-2017

Responsible for setting up events and creating a great experience for all guests. Assisted the event captains in executing events.

Event Captain, Choura Venue Services – 2017-2021

Responsible for leading a team of Banquet servers and creating an event from set up to breakdown. Worked with chefs to assure food quality and timeliness.

Sales Coordinator, Choura Venue Services- 2021- Present

Responsible for creating events side by side with clients and City of Carson staff.

Subcontractor List

Not Applicable