B4 Group
together with
KillerB Entertainment and 24609 Inc
proudly present
Vista Pointe
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Vista Pointe is a community oriented venue. We invite you to come mingle with your friends, family and neighbors while you enjoy good food and good times at a beautiful location.

Our food is created with fresh ingredients, quality methods, and lots of love. Come before work, stop by before going home, bring your family before you chose anywhere else and we will take good care of you and give you a memorable experience.

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The Vista Pointe Team

- Our team draws upon a diverse skill set that we believe is perfectly matched for the challenges of viable operation. Highlights of team members include:
  - Cedar Hills resident since 1990's
  - Extensive experience in entertainment including small food venue operations
  - Experienced kitchen operations at Cubby's and Chuck-a-Rama
  - Social media marketing
  - Small business operations
  - Retail operations

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Vista Pointe must hit on several target markets in order to be successful. Whereas most restaurants target one primary group and hope that the people will come, the challenges of our location mean that we must gather from every possible source yet still be true to our mission. These markets include:

- Events and catering
- Golfers and golf tournaments
- Fitness Center participants
- Morning drink-and-go
- Breakfast and lunch ladies groups
- Lone Peak High lunch overflow
- Neighborhood dining and entertainment alternatives

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Operations:
Vista Pointe anticipates operations from 7 a.m. until 9 p.m. Monday – Thursday and until 10 p.m. on Friday and Saturday. Sundays will be from 8 a.m. until 4 p.m. for a total of 92 operating hours.

Coverage will be a minimum of two-deep, expanding to fit weekend, tourney, event and seasonal demand. We expect a minimum of 190 payroll hours each week.

Hours will be greater as the business needs dictate, including for catering, golf tournaments, and self-produced entertainment

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Operations (cont.):
In order to attract and maintain the staff needed to provide an unforgettable experience we will be paying higher than market wages. In so doing, we hope to bring in a more talented work force that will connect with the residents and patrons.

We anticipated a weekly payroll in excess of $2400, increasing for events, catering jobs, tournaments and other business needs.

Pro Forma Weekly Revenue:

Weekday					
Soda Sales					
Breakfast					
Basic Lunch					
Premi Lunch					
Basic Dinner					
Premi Dinner					
Weekday Total					
Catering and Events					
Friday Dinner Basic Surplus	(these details removed)				
Friday Dinner Premi Surplus					
Sat Breakfast Surplus					
Sat Soda Surplus					
Sat Lunch Basic Surplus					
Sat Lunch Premi Surplus					
Sat Dinner Basic Surplus					
Sat Dinner Premi Surplus					
Total Weekly Revenue					

Pro Forma Weekly Revenue and Expenses:

Weekly Pro Forma	
Weekly Payroll	
Weekly Rent	
Weekly Labor + Rent	(these items removed)
Weekly Sales	
COGS and Overhead	
Net Profit (weekly)	

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Based a tight budget, it will be vital for Vista Pointe to increase catering and event revenue. Catering not only will have a higher gross margin but will also contribute to overhead and better distribute the expense burden.

Other start up expenses will be for additional equipment needed for catering (oven, cooktop, serving equipment, etc.), marketing, payroll reserve, technology and professional fees.

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Breakfast:

Green Smoothie $4

Healthy blend of vegetables with antioxidants and everything you need to start your day right

Protein Smoothie $4

Recover from your workout or use as a meal replacement. Yummy and healthy!

French Toast $5

Cinnamon bread dipped in our special blend and served with delicious ~~coconut~~ CARMEL syrup, fresh berries and whipped cream

Omelet $5

Whipped eggs and your choice of vegetable and cheese

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Steakburgers:

More than a hamburger, our 1/3 pound Steakburgers are made from ground sirloin, chuck and round steak and hand-rubbed with our secret blend to get just the right crust. Thick, juicy and tasty, each is served on a Kaiser bun. Try one of favorites or build you own!

Good Burger $4

Cheddar, tomato, lettuce, pickle, ketchup, mustard and mayo

Better Burger $5

Bacon, cheddar, tomato, lettuce, pickle, ketchup, mustard and mayo

Best Burger $6

Grilled onions, grilled mushrooms, bacon, cheddar, tomato, lettuce, pickle, ketchup, mustard and mayo

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Salads:

Turkey Salad $6.50

Turkey, bacon, avocado, cherry tomatoes, cucumber, swiss cheese, pecans and craisins served with our own buttermilk ranch

Orange Strawberry Salad $6.50

Mixed greens, strawberries, oranges, and candied almonds with orange vinaigrette

Cobb Salad $6.50

Chicken, bacon, cucumber, egg, tomatoes, avocado, and our own buttermilk ranch

Sandwiches:

Chicken Ranch $6.50

Chicken breast served with red onions, celery, pecans and a tangy sauce.

Turkey Bacon Avocado $6.50

Turkey, bacon, avocado, cherry tomatoes, cucumber, swiss cheese, pecans and craisins served with our own cranberry mayo spread.

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Kids Combos:

Cheddar Cheddar Cheddar $4

Not just a grilled cheese, this baby has cheese grilled into the bread too. Kids love them!

Pizzarrito $4

A pizza rolled up into a burrito, this is a yummy crowd pleaser.

Junior Burger $4

A smaller sized steakburger.

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Other Items:

Make any entrée a combo for just $2.50 more. Includes your choice of chips or our yummy hand-cut fries and a medium drink.

Onion Rings $2.50
Drinks $1/1.50

Ice Cream Cones $1/1.50
Pizookie $4
Chocolate chip cookies served hot with ice cream, chocolate and caramel sauce.
SweetTooth Fairy treats

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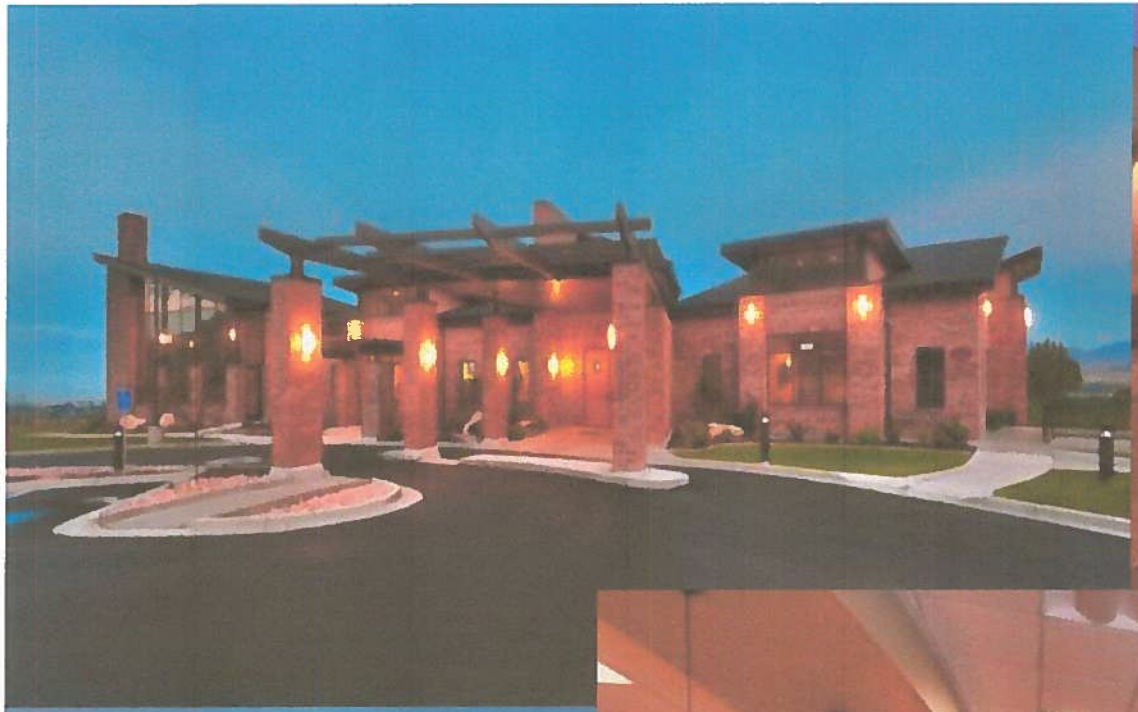
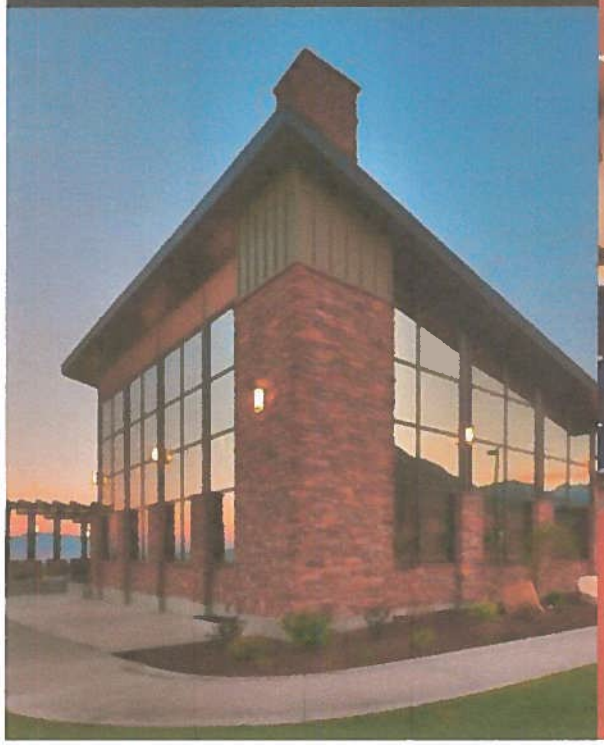
We believe that we are the right fit for Cedar Hills. Vista Pointe will be a labor of love. It will take a lot of effort and a long time to build the business and will not likely ever be amazingly profitable. We feel, however, that we can add something special and unique. Our understanding of the community, the market, strong business acumen and a desire to work hard will be the right ingredients for success.

We appreciate the opportunity to share our vision. If we are the strongest candidate we would ask for your support in receiving the Cedar Hills contract.