



Atavus Group IMAX Proposal

March 2015



Corporate Overview:

Soleil Hospitality is a Hospitality Development and Consulting firm with a strong focus on Food and Beverage and Human Resource policy, process and execution.

Soleil has a team of dedicated industry experts, with over 80 years of combined experience with proven success in all facets of Food and Beverage and Human Resources. Among others, Soleil Hospitality has created The Beach Club café Brand, Billfish Grill and Wildfire Pizza, all successful concepts that were developed from ground up.

Leadership:

A veteran in Food and Beverage concept development and execution, Peter Rounce serves as President and Managing Director of Soleil Hospitality and Wildfire Bahamas, Limited. He has worked at the regional executive level with companies like Hilton International, Dunkin Donuts, Royal Caribbean Cruise Lines and Starbucks Coffee. In 1999, as Food and Beverage Director at Our Lucaya in Freeport, Peter played a key role in the designing and development of many of the Food and Beverage outlets that are still operating today.

Peter has a B.Sc. in Hospitality from Florida International University and is committed to the growth and success of his companies through consistency in execution and building strong partnerships

Most recently, Peter has successfully launched the Wildfire restaurant on the Western end of New Providence to much critical acclaim. He has also created and developed the Billfish Grill and BBQ Beach (now Beach Club Café). In 2013, he took the Bahamian Graycliff brand into international markets in airports and key destinations in the US, having developed relationships resulting in over \$10M in new business and revenues to that brand.

The proven success of his other concepts and the personal commitment to protecting and developing the Soleil Brand drives this team, and will ultimately add to the overall success of his companies and clients.



IMAX Project:

Soleil Hospitality intends to be involved in the concept design, development and operation of a Food and Beverage Venue at the proposed Atavus IMAX theater complex. The understanding of the scope of the project, as provided by Atavus is as follows:

- A restaurant space of 4,000 SQ/FT: This includes FULL KITCHEN 500 SQ/FT., Plus Storage & Office
- Planned seating of min 96 averaged over 27 tables: Potential seating 116 not including Verandah
- Open Verandah space (SOFT MOOD) of 3,400 SQ/FT for events/parties and extra restaurant seating if required
- Restaurant will also service VIP Lounge and 100 VIP/seats with a reduced/modified menu
- VIP CONTAINS A BAR AND THE VERANDAH WILL MOST LIKELY HAVE ONE(DESIGN PENDING)
- VIP is for VIP movie goers only or VIP program participants. (more on this later)

With the aforementioned guidelines, Soleil Hospitality will create a restaurant concept that is market-relevant and reflects the environment that Atavus is creating. The creation of this concept will include:

- ✓ Concepts and Brand identity for VIP area and restaurant
- ✓ Special Events Tool Kit development for sales and execution of Special Events
- ✓ Operational (flow) Design
- ✓ Interior Design
- ✓ Menu Development and Costing
- ✓ Vendor Relationship Building
- ✓ F.F & E and O.S & E budget development
- ✓ Equipment sourcing and purchasing
- ✓ Human Resource (hiring and processing)
- ✓ SOP Manual Development for all Food and Beverage Functions
- ✓ Orientation and Training for all employees to include Training Manual development
- ✓ Pre-opening process management
- ✓ Implementation of sanitation and food safety certification training
- ✓ Marketing and cross-promotional planning
- ✓ P & L projection and budget development



Human Resources / Staffing:

The Human Resources part of our business is pinnacle and hiring and retaining the right talent is essential to our success. As a part of the hiring process, every applicant will undergo a basic math and logic test, to ascertain their strengths and opportunities.

Soleil is extraordinarily committed to the development of talent and focus on team member learning and growth is a core part of our business.

New team members will go through an intense orientation and training program that will entail a strong focus on product knowledge and customer service. During this time, they will learn the future of our company and spend time in the restaurant prior to opening conducting “dry runs” and practice drills until they can prove flawless delivery and execution. They will spend time in the classroom and be given written and practical tests on our menu, drinks and service policies. Each member of the team must pass a menu exam with a 90% or above to be able to work alone – after 3 opportunities at the exam, if one has not passed, their future with Soleil will be discussed.

Customer Standards:

At Soleil, we have grown our entire business model based purely on delivering flawless experiences to all customers. We understand what it is to deliver consistently high levels of service and strive to achieve this every customer, every time.

Soleil does not merely employ “servers” – rather they are sales people who are tasked with selling their “product list” (menu) to their customers. This approach has proven successful in both increased revenues and employee morale.



Atavus Group and Soleil Hospitality

Key Term Proposal Summaries

1) Management Contract:

Soleil Hospitality will provide the aforementioned services and will operate the Food and Beverage facility under a management contract for 5% of Gross Revenues, to be paid monthly.

The daily operation of the facility will be under the direct control of Soleil and Soleil agrees to perform against pre-set, agreed-upon measureable goals relating to customer satisfaction and bottom-line performance.

2) Lease Agreement:

Soleil Hospitality will lease the space that will be built-out (to Soleil specifications) for an agreed upon monthly lease. This lease will be 10 year with a first right of refusal to continue for another 5.

Soleil will then retain full ownership of the business and all intellectual property – with Atavus collecting a monthly rent and having no operational input, beyond what is agreed in the lease document itself.

Soleil proposes to pay a pre-determined and agreed upon % of revenue on a monthly basis – granting full revenue transparency to the Atavus Group.

2) Equity Share:

Soleil Hospitality and Atavus Group would form “Company x”, and shares in said company would be disbursed between the two. Atavus will build-out the restaurant and Soleil will run the unit, as well as provide the services listed previously.

There would be Directors appointed from Atavus and Soleil and Profit, Directors Fees and Dividends paid will be voted on.

The Equity share model is most desirable for Soleil, as it creates a “common-ground” environment in which all parties are focused on bottom-line sustainability and ultimately turning a profit.