



DEPARTMENT OF THE ARMY
HEADQUARTERS, 26TH AREA SUPPORT GROUP
UNIT 29237
APO AE 09102-9237

AEUSG-CA

15 August 2003

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: 26th ASG Command Policy Memorandum 20, MWR Franchise Food Operations

1. The 26th Area Support Group (ASG) S1, Hospitality Management Group (HMG), will operate the following restaurant theme concepts BSB-wide under a franchise operation, with high quality food, customer service, and entertainment options provided to every resident of this ASG through a program earmarked by consistency and operated by industry professionals. Centrally operating these facilities will allow us to provide standard training, food expertise and management that is not available in the BSBs. Operating hours will be jointly determined by the 26th ASG S1 and the BSB DCA/Commander based on local market need and historical sales performance.

- a. Darmstadt Rainbow Club Food Operation; Bowling Center Snack Bar (Concessionaire) and Kids' Zone.
- b. Mannheim Bowling Center Strike Zone, and Top Hat Club Food Operation.
- c. Heidelberg Bowling Center Strike Zone; Golf Course Food Operation (Concessionaire); Lexington's (Concessionaire); Kids' Zone, and Rod & Gun Club Food Operation (Concessionaire).
- d. Kaiserslautern Kids' Zone.

2. Scope of Operations:

- a. The 26th ASG will be responsible for the day-to-day management of the franchise operation, including, but not limited to change funds, inventory, ordering, preparation and service of food and beverage products, developing and/or maintaining operating procedures/manuals, recipes, menus, stock levels, employee uniforms, in-store marketing promotions and related items.
- b. Franchise operations covered by this policy will be accounted for as a BSB activity. All revenue generated by the franchise and normal operating expenses will be accounted for under the activity. The BSBs will retain 100% of the net income earned by the franchise. Annual Operating Budgets (AOB), Capital Purchase and Minor Construction (CPMC) budgets, and Personnel Requirement Document (PRD) will be prepared by the 26th ASG. The budgets will be coordinated with the BSBs and briefed to the BSB Commanders before inclusion in the 26th ASG budget.

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c. The BSB HMG and DCA will be the eyes and ears of the community and inform the 26th ASG S1, HMG of customer complaints or problems with the franchise. Resolution of issues will be responsibility of the ASG and BSB will be kept informed. The BSB FMD and cell will perform the daily/weekly/monthly accounting, surprise cash counts, internal control checks and reporting requirements as they do for all activities in their footprint.

3. Personnel. The 26th ASG will hire, train, and supervise employees in accordance with position description, standards, policies, and procedures; will check with the BSB Command Group to inquire as to any negative local references or reasons not to bring a new staff member on board, and will ensure that the franchise operation team members are neat, clean, wear uniforms, and provide customer service as specified by the operations manual. The ASG will provide service-training programs and implement ongoing service and management training for front and back of the house operations, will request and include input on performance evaluations of franchise managers from the BSB Commander and DCA.

4. Constructions and Maintenance:

a. The 26th ASG will develop or obtain architectural/design support for the franchise concepts and any modifications, provide specifications for furniture, fixtures, equipment (FF&E), small wares, paper products, interior/exterior signage, graphics, and related items; coordinate with the 26th ASG S1 maintenance team to maintain the furnishings, signage, décor and other tangible property in full working order and good repair, coordinate with the BSB HMG, DCA, and Commander annual CPMC budgets, and develop a five-year construction and maintenance plan.

b. The BSBs will include adequate funding in the annual CPMC budget to maintain the franchise facilities and FF&E, and provide normal DPW building infrastructure and basic maintenance, fire, security, and safety services.

5. Financial and Informational Reporting: Quarterly, the 26th ASG S1 and BSB DCAs will jointly review the operation of the franchises. The review will include financial and customer service issues. The 26th ASG and BSB DCAs will ensure that accurate and complete records pertaining to the operations of the franchise operations are maintained.

/s/

ROBERT C. RUSH, JR.

Colonel, IN

Commanding

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